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How childhood dream turned into Aberdeen nursery business caring for hundreds

From remortgaging her home to opening three nurseries, Kerry Robertson has built a business driven by a passion for early years education.

KingsWellies opened in 2015 and quickly became popular with local families. Image: Wellies Nurseries

by Jacob Kvasnicka October 1 2026, 4:31 pm

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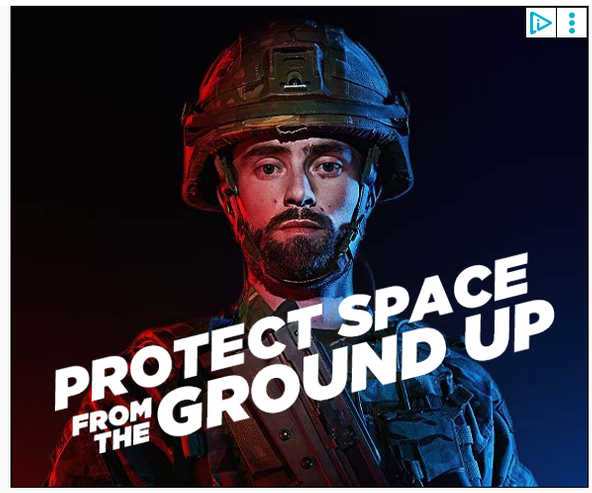

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What is today an Aberdeen nursery chain caring for hundreds of children started as the dream of a little girl who wanted to make a difference to children's lives.

Kerry Robertson, founder and director of Wellies Nurseries, turned that dream into reality 11 years ago when she opened her first nursery in Kingswells.

But it was her passion and hard work that saw the fledgling business grow into a valued part of the local community.

She is now looking to build on Wellies' success and expand, creating the opportunity to welcome even more children through its doors.

'Running a nursery is hard work, but I love it'

Ms Robertson started her journey in education at age of 22, when she became a teacher at Glenbervie School in Stonehaven.

"Teaching has always been my dream job – I absolutely love interacting with children of all ages," she says.

Later, during her time as a head teacher at Dunnottar School, she developed a particular interest in early years education.

"Having run my own school nursery, I could absolutely see the huge importance of all children having the very best start in life, from the youngest of age," she explains.

It was there that the idea for her own nursery, KingsWellies, began to take shape.

"I remortgaged my house and set about setting up the very best early learning childcare setting that I possibly could," Ms Robertson says.

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Kerry Robertson, founder and director of Wellies Nurseries. Image: Wellies Nurseries

"It has been extremely hard work, especially in the early years, but I have loved every minute."

The nursery opened in 2015 and quickly became popular with local families.

Growing demand led to the expansion of KingsWellies, with a pre-school playroom group for three to five-year-olds, Wellie Jellies, opening four years ago.

Two new nurseries followed, with QueensWellies opening three years ago and West End Wellies two years ago.

Nurturing Aberdeen business to success

The recent expansion means Wellies Nurseries can now welcome up to 310 children per day and provides employment for 120 staff.

“We currently have 355 children attending across the week, and we continue to offer spaces for families looking for nurturing, high-quality early learning and childcare,” Ms Robertson says.

“This year, 46 children left our nurseries to begin Primary 1 – a milestone we are incredibly proud of.”

Wellies Nurseries can welcome up to 310 children per day. Image: Wellies Nurseries

But, like any other business, Wellies Nurseries is balancing growth with increasing costs.

“We have felt the impact of rising costs, but our commitment to excellence, ambition and achievement remains as strong as ever,” explains Ms Robertson.

“Every decision is guided by the quality of children’s experiences and the needs of the families who rely on us.”

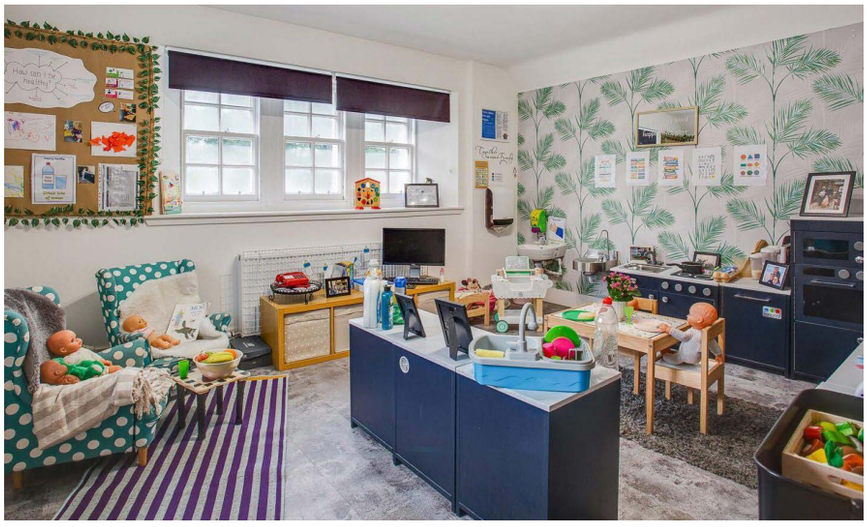
A future that will see both children and business grow

The number of nurseries within the business might have tripled over the last five years, but there are no signs of Wellies Nurseries slowing down.

“Our aim is to continue to expand so that we can reach as many Aberdeen and Aberdeenshire children as we can,” Ms Robertson says.

“We want to become sector leading in all aspects of our provision, across all settings.”

A welcome part of that future, she says, would be further investment and wider access to funded childcare, so that even more families can benefit from it.



The number of nurseries within the business has tripled over the last five years. Image: Wellies Nurseries

“Continued support would also help providers like Wellies Nurseries invest in our teams, enhance our settings and continue delivering the excellent care that local communities value.”

In the meantime, however, Ms Robertson is pleased with what she and her team have achieved over the last 11 years.

“When I look back at my very first business plan, and compare it to what we have developed now, I am incredibly proud.

“We are grateful for the trust families place in us and remain fully committed to doing our very best for every child, every family and every community we serve.”

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