



CASE STUDY - RATING AUDIT

Potteries Shopping Centre, Stoke-On-Trent

Located in the heart of Stoke-on-Trent, the Potteries Shopping Centre is the largest retail destination in Staffordshire and South Cheshire. Since opening in 1988, it has grown into a vibrant centre featuring over 50 shops, seven restaurants and cafés, and a nine-screen cinema. Dunlop Heywood was instructed to provide rating audit services for the Potteries Shopping Centre. The objective was to investigate historic business rates payments, identify errors, and recover any overpayments made to the Billing Authority.

Key Actions

- Reviewed billing records and calculations in detail.
- Identified errors including liability miscalculations and misinterpretation of legislation.
- Contacted the Billing Authority directly to challenge and resolve discrepancies.
- Applied specialist knowledge of business rates legislation, case law, and valuation processes to ensure accuracy.

Key achievements are:

- Secured over £580,000 in savings through the recovery of historic overpayments.
- Delivered a fast and efficient process, with cases typically completed within weeks.
- Achieved savings in line with our track record – with over 90% of rating audit cases resulting in a positive financial outcome for clients.

Conclusion

Through detailed analysis and proactive engagement with the Billing Authority, Dunlop Heywood delivered significant savings for the Potteries Shopping Centre. This case study highlights the value of our specialist rating audit services in uncovering hidden errors and securing financial benefits for large retail assets.