



CASE STUDY – RATING CONSULTANCY

WHITTAKER GOLF CLUB

Whittaker Golf Club is a mature moorland course located just two miles from Littleborough town centre. Overlooking the Pennines and Hollingworth Lake, the course is renowned for its lush fairways, immaculate greens, and scenic, secluded setting. Dunlop Heywood was appointed to provide rating advice to Whittaker Golf Club for both the 2017 and 2023 Rating Lists. The key objective was to review the club's rateable value and secure reductions where appropriate, ensuring alignment with fair market levels.

Drawing on our specialist expertise in the golf sector, the Dunlop Heywood Golf Team undertook a detailed analysis to build a robust case for rate reduction.

Key Actions:

- Analysed the club's trade performance.
- Applied relevant indexation where appropriate.
- Established the Fair Maintainable Trade at the valuation date.
- Compared and evaluated different valuation methodologies.
- Benchmarked the premises against comparable golf clubs.
- Negotiated directly with the Valuation Office Agency to secure a fair outcome.

Key achievements are:

- Successfully reduced the Rateable Value from £21,250 to £10,000 – a 52% reduction.
- Brought the assessment below the £12,000 threshold, qualifying the club for Small Business Rates Relief.
- Delivered substantial long-term savings for the club.

Client Testimonial

"We were impressed with Dunlop Heywood's approach and professionalism and their efficient staff. They completed our review on our business rates and reduced our Rateable Value by 50%, saving the Golf Club a substantial amount of money. We would highly recommend them and, if required, would definitely use their services again!"

Conclusion

This case study highlights the value of Dunlop Heywood's sector-specific expertise in the leisure industry. By applying in-depth market knowledge and negotiation skills, we secured a significant reduction in liability for Whittaker Golf Club, directly supporting its financial sustainability.