

# CASE STUDY



## Overview

Founded in 1905, Bramhall Golf Club is one of the Northwest's leading private members' clubs. Member-owned with over 800 members, including playing and social members, the club is extremely healthy and has recently embarked on a period of investment.

In February 2022, the club hired General Manager Anthony Herbert and began looking at future investment opportunities to ensure its ongoing success. Investments have been made in new facilities, including two brand new indoor teaching studios and two outdoor driving range bays, offering indoor teaching and golf simulation.

Over the past few years, Bramhall has also invested in its bar and catering team to maximise productivity. This has led to an increase in sales from £378,958 in 2022 to £537,550 in 2024, boosting profits from £31,707 to £85,194. With a growing business and the impending retirement of the club's in-house accountant after 27 years of service, the club started to explore accountancy options.

## Outsourcing to Accountancy Matters

Initially, the club considered various options, such as hiring a like-for-like replacement or using current staff with some outside assistance for month-end tasks. The latter was tried for several months. However, a chance meeting with Tim Gilpin at a Golf Secretary event led to a social media post by Tim about a new role for him with Golf Accountancy Matters.



Not knowing much about the company, it was difficult to ascertain if this would be the right fit for the club. However, all initial reservations were eased from the very first meeting with Paul, the owner of the company. Those early meetings where the club's outgoing accountant and the team at Accountancy Matters worked together to iron out the club's requirements naturally eased us into a partnership with AM. Once the finance team was comfortable, the proposal to switch to AM was brought to the board and unanimously accepted.



## Transition

We have now been with Accountancy Matters since June 2024. While we were already using Intelligent Golf, we needed to switch from QuickBooks to Xero. This process was seamless, with most of the work handled by AM.

Xero is a fantastic system that efficiently delves into the numbers. Our monthly accounts are now produced in a timely manner, allowing us to make positive, proactive decisions to remain focused on our targets for the year. We feel confident in the numbers, and Rob, our financial manager, has been incredible throughout the process. The support and reassurance we have received from Rob have been exemplary.



Our regional account manager, Tim, checks in regularly with us and, with his GM background, has been instrumental in helping us understand which areas of our business Accountancy Matters can help streamline. We are now looking at numerous ways AM may assist us going forward.



Left to Right:  
Mark Brierley (Maintenance Manager), Anthony Herbert (General Manager), Lynn Walley (Bar Supervisor), Rachel Hale (Office Manager), Scott Parry (Head Golf Professional)

## Final Word

Accounting can be a daunting subject, especially with VAT and partial exemptions involved. Golf Accountancy Matters relieves all that stress and explains the complete process effortlessly. We now have streamlined, effective accounting processes that are efficiently delivered, allowing us to run our business effectively. Rob even found time recently, with very short notice, to help simplify the financial reports we include in our Annual General Meeting Pack. First-class service from the moment you inquire right through the onboarding process and beyond with the aftersales. A\*.