

## PRESS RELEASE

### Wheathampstead – a business opportunity missed by so many

The flourishing village of Wheathampstead has **2,600 homes**, over **6,000 residents** and **300 growing small businesses**. According to residents, there is one main failure - it suffers from an incomplete choice of shops in its already bustling high street.

In a recent residents' survey, the main concern above all other issues, was the lack of some necessary retail outlets, which residents said they would use if made available. High on the 'wish list' were a DIY/hardware store and a greengrocers - both of which the village has enjoyed in past years. Also requested were a fresh fish shop, model, toy, charity and outdoor clothing shops as well as a professional photography studio and children's party shop.

Retail property owners in the High Street have invested heavily in sympathetic refurbishments and there are now some excellent high specification oak beamed shops available for foresighted retailers that appreciate the potential growing local demand.

### In the pink for blooming successful florist

One retailer who moved into one of the first refurbished shops is **Kirsty O'Neil** proprietor of **Fuchsia Pink**, the very successful florist shop. Kirsty said: "I made the move at just the right time when the village high street and shops were being upgraded. My business is blooming and since I opened, a coffee shop, a patisserie-restaurant and a Chinese take-away have followed. The word about Wheathampstead has spread and I am attracting customers from neighbouring villages and towns."

The Village has a very active **Business Group – WEB**, responsible for promoting local businesses supports the farmers' market and runs the car boot sale which creates funds that are spent improving village facilities and marketing local businesses.

Norman Whitwood, Chairman of WEB said: "We have a very strong business community but most of it is outside the High Street. All these organisations and their families need a wide range of good local suppliers. We have continuous traffic passing along the Lower Luton Road at one end of the village and Church Street at the other. There are many people visiting the village for the **seven restaurants, pubs, cafes and take-aways** and those collecting children from the **High School**.

Wheathampstead provides a great business opportunity for go-ahead retailers. With the new **Heartwood Forest** being planted at Sandridge, we will be the next village for the guaranteed flow of tourists and walkers. This will undoubtedly bring additional business to our High Street. There has never been a better time to set up shop in Wheathampstead."

According to **WEB**, Wheathampstead has more to offer businesses than other villages for many miles around. It has **quality historic** facilities, an enthusiastic and **effective business community** with residents that would generally prefer to shop in the Village within walking distance or where they can **park easily and free**.

Enquiries relating to businesses opportunities and retail sites should in the first place contact Norman Whitwood on 01582 833360.

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**Media enquiries** to: Peter Vezey on 01438 832017 or 07702 915122 [peter@prman.org.uk](mailto:peter@prman.org.uk)