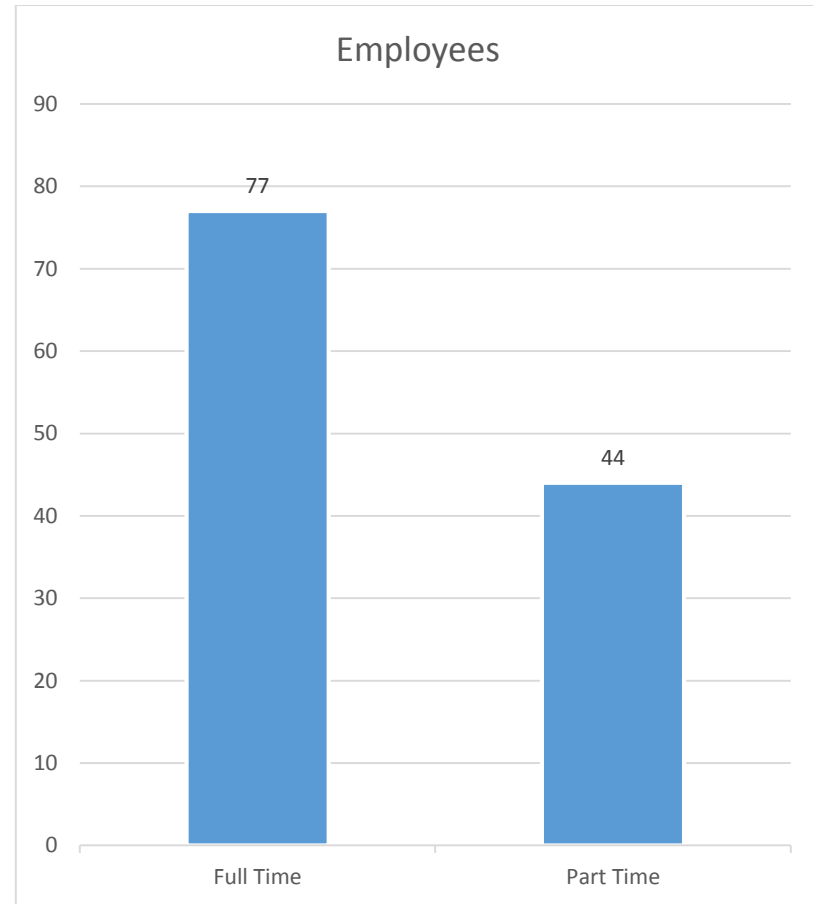


<b>Questions 1-3</b>	<b>Details of respondents</b>	
<b>Name of Business</b>	<b>Address</b>	<b>Nature of business</b>
Whittington Out of School Club	Common Lane	Childcare
Just for you	4, Osprey Close	Mobile beauty therapist
Staffordshire Regiment Museum	DMS Whittington	Museum
Models 2U & White Welly Ltd	48, Main Street	Model kit sales / food industry consultant
Mark of Distinction	104, Spring Lane	Plumbing & home improvement
JF & BM Gray	Sheepwash Farm	Farming
DL Thompson & Partner	41, Spring Lane	Painter & Decorator
Woodhouse Farm & Garden	Woodhouse Farm, Fisherwick	Rare breed meat, fruit and vegetables, veg/community project
Wiltshire farm Foods	Thatchmoor Farm, Broad Lane, Huddlesford	Frozen food delivery service
Whittington Pharmacy	13b, Main Street	Community Pharmacy
Lichfield Tarmacadam	Plough Cottages, Huddlesford	Surfacing contractor
Fairhome Building & Property Services	43, Noddington Lane	Builder
Elswick House Nursery School	Fisherwick Road	Day Nursery
TH Cope & Son	Huddlesford House Farm, Huddlesford Lane	Dairy & arable farming pedigree cattle breeding
Whittington pre-school and day nursery	Chester Road, Whittington Barracks	Childcare

(for location see map)

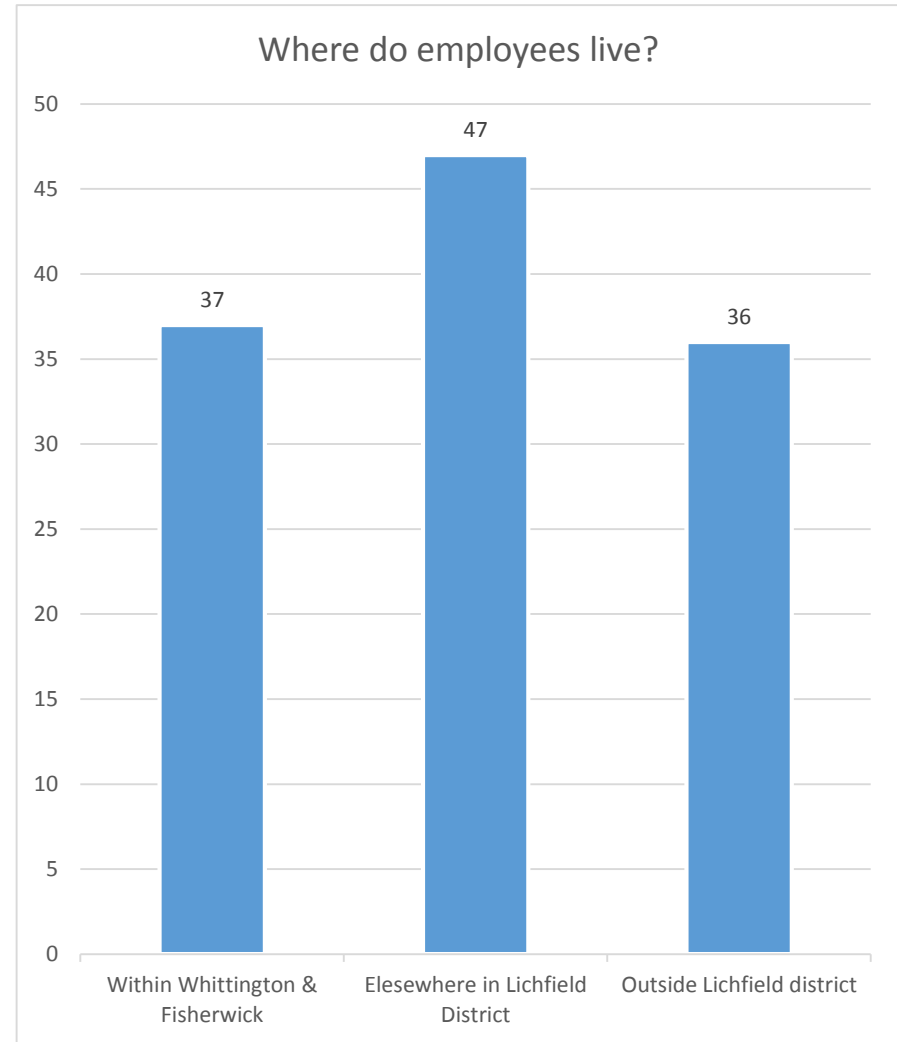
Question 4	Number of employees	
	Full Time	Part Time
Whittington Out of School Club		17
Just for you	1	
Staffordshire Regiment Museum	1	2
Models 2U & White Welly Ltd	1	2
Mark of Distinction	2	
JF & BM Gray	8	4
DL Thompson & Partner	2	
Woodhouse Farm & Garden	2	1
Wiltshire Farm Foods	8	
Whittington Pharmacy	1	6
Lichfield Tarmacadam	27	
Fairhome Building & Property Services	2	
Elswick House Nursery School	7	5
TH Cope & Son	6	2
Whittington pre-school and day nursery	9	5
<b>Total</b>	<b>77</b>	<b>44</b>



Comments

- 43 jobs in childcare
- 23 jobs in agriculture

Question 5	Where do the employees live?		
	Within Whittington & Fisherwick	Elsewhere in Lichfield District	Outside Lichfield District
Whittington Out of School Club	10	3	3
Just for you	1		
Staffordshire Regiment Museum			3
Models 2U & White Welly Ltd	2		
Mark of Distinction	2		
JF & BM Gray	5	5	2
DL Thompson & Partner			2
Woodhouse Farm & Garden	2	1	
Wiltshire Farm Foods		7	2
Whittington Pharmacy	2	1	4
Lichfield Tarmacadam	1	15	11
Fairhome Building & Property Services	2		
Elswick House Nursery School	3	3	6
TH Cope & Son	3	4	1
Whittington pre-school and day nursery	4	8	2
<b>Totals</b>	<b>37</b>	<b>47</b>	<b>36</b>



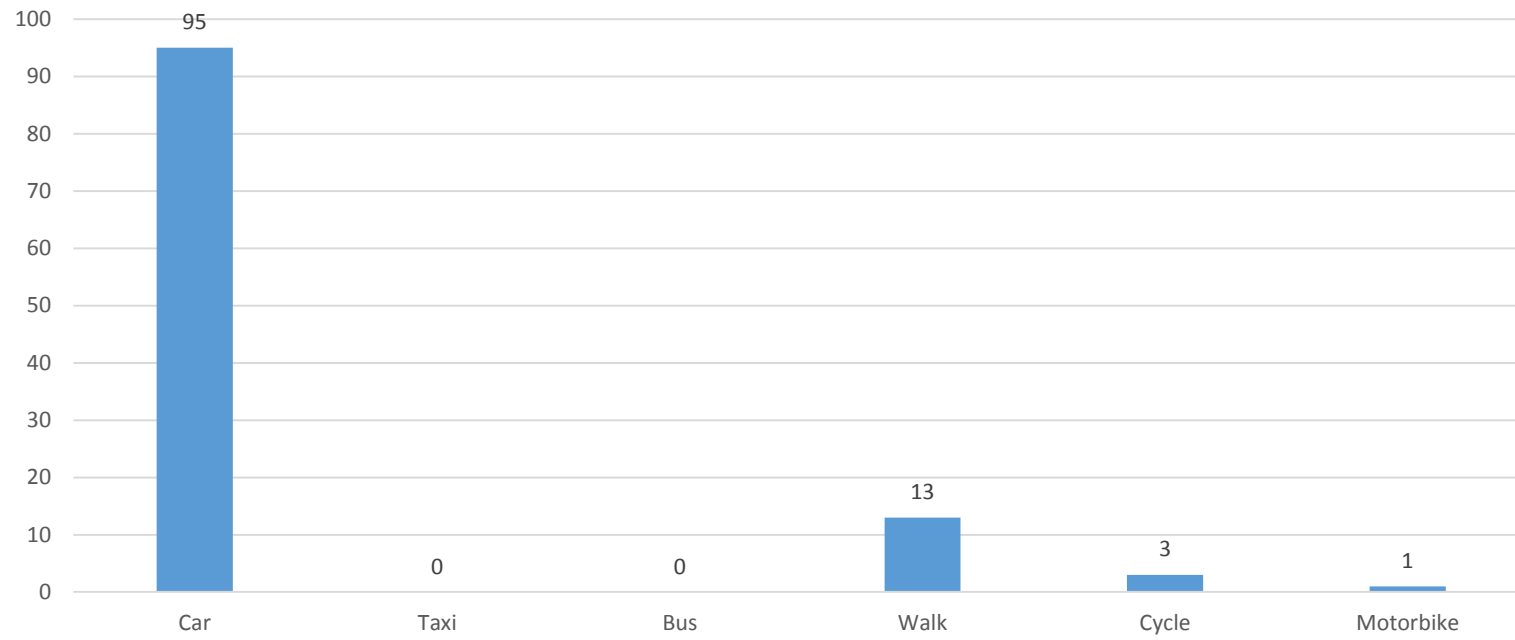
Question 6	How do the employees get to work?					
	Car	Taxi	Bus	Walk	Cycle	Motorbike
Whittington Out of School Club	11			5		
Just for you	1					
Staffordshire Regiment Museum	3					
Models 2U & White Welly Ltd						
Mark of Distinction				2		
JF & BM Gray	8			4		
DL Thompson & Partner						
Woodhouse Farm & Garden	1					
Wiltshire farm Foods	7					
Whittington Pharmacy	4			1	1	1
Lichfield Tarmacadam	27					
Fairhome Building & Property Services	2					
Elswick House Nursery School	10			1	1	
TH Cope & Son	7				1	
Whittington pre-school and day nursery	14					
<b>Totals</b>	<b>95</b>	<b>0</b>	<b>0</b>	<b>13</b>	<b>3</b>	<b>1</b>

### Comments

- Notable that some people who live and work in the parish drive to work

- Some of those home based businesses said they drive to work. In practise, though they drive to carry out their work e.g. builder, they don't drive to their place of work.

### How do employees get to work?

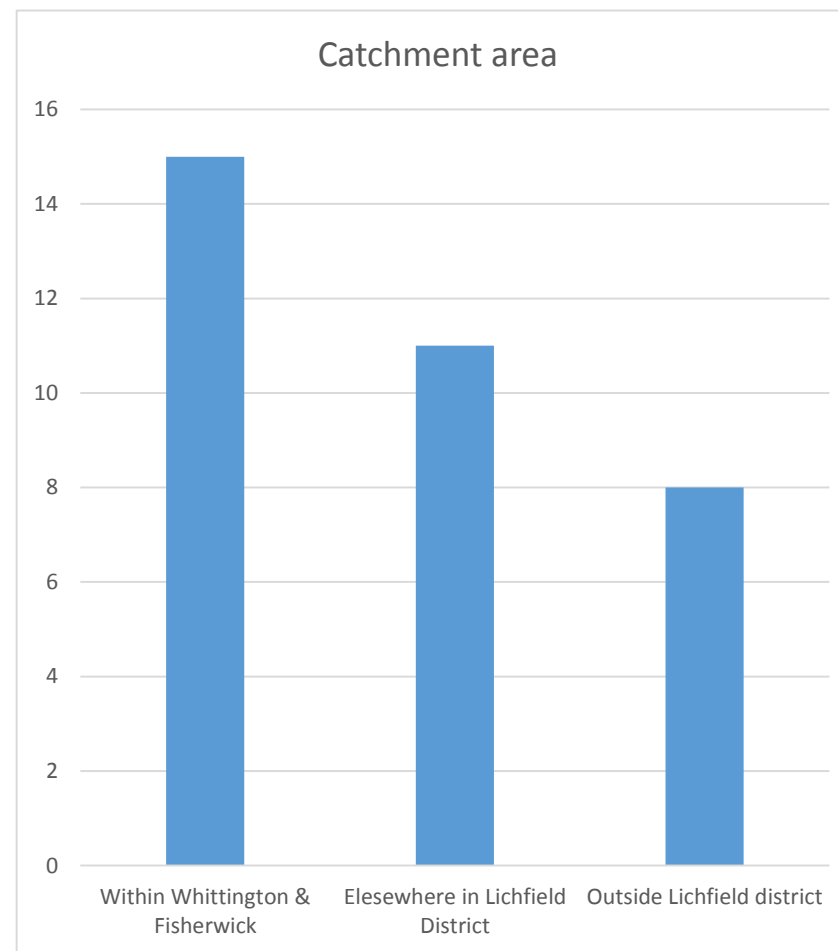


Question 7	What is your catchment area?		
	Within Whittington & Fisherwick	Elsewhere in Lichfield District	Outside Lichfield district
Whittington Out of School Club	x	x	x
Just for you	(x)	x	
Staffordshire Regiment Museum	x	x	x
Models 2U & White Welly Ltd	(X)	(X)	x
Mark of Distinction	x	x	
JF & BM Gray	(X)	(X)	x
DL Thompson & Partner	x	x	x
Woodhouse Farm & Garden	x	x	
Wiltshire farm Foods	(X)	(X)	x
Whittington Pharmacy	x		
Lichfield Tarmacadam	x	x	x
Fairhome Building & Property Services	x		
Elswick House Nursery School	x	x	x
TH Cope & Son	x		
Whittington pre-school and day nursery	x		
<b>Totals</b>	15	11	8
<b>Totals (maximum catchment area)</b>	<b>4</b>	<b>3</b>	<b>8</b>

x – maximum extent of catchment. (X) – assumed these boxes should have been ticked

### Comments

- Both Fairhome and TH Cope state their catchment is just the parish. Not sure this is actually the case.



<b>Question 8</b>	<b>How long has your business been established?</b>
	<b>Years</b>
Whittington Out of School Club	24
Just for you	19
Staffordshire Regiment Museum	54
Models 2U & White Welly Ltd	14
Mark of Distinction	8
JF & BM Gray	58
DL Thompson & Partner	44
Woodhouse Farm & Garden	4
Wiltshire Farm Foods	8
Whittington Pharmacy	25
Lichfield Tarmacadam	47
Fairhome Building & Property Services	20
Elswick House Nursery School	30
TH Cope & Son	85
Whittington pre-school and day nursery	52
<b>Average</b>	<b>32.8</b>

### Comments

- Both farms are the longest serving businesses

Question 9	How important are the following in establishing the business?							
	1 (not important)	2	3	4	5 (very important)	Score	No. of responses	
Home based business	3	1	1	2	6	46	13	
Local market demand for your business	2	2	1	3	4	41	12	
Owner lives locally	3	1	1	1	7	47	13	
Public transport access	7	1	1	2		20	11	
Access to major road network	5		2	3	3	38	13	
Availability of parking	3	2	2	3	1	30	11	
Cost of land/property	4	2	3	1	2	31	12	

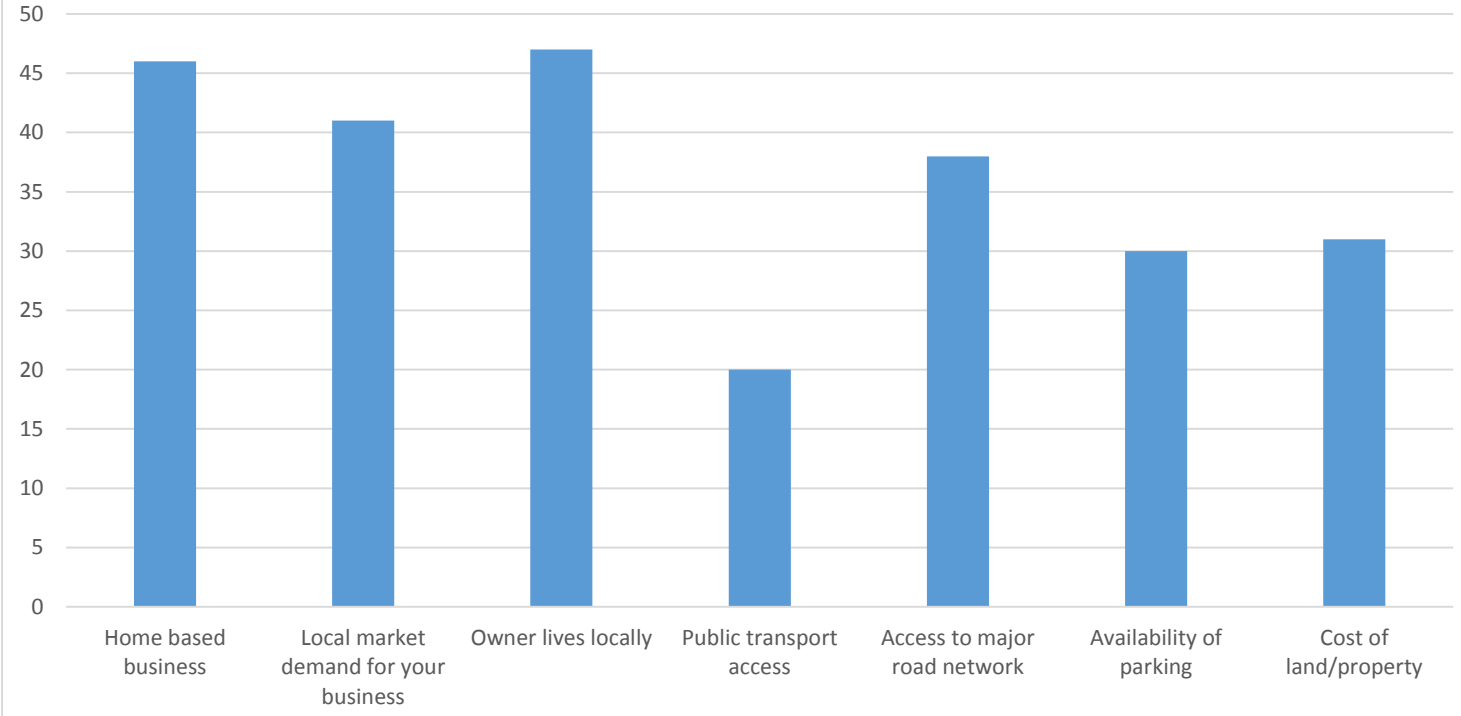
Any other criteria	
Whittington Out of School Club	Future demand for school
Staffordshire Regiment Museum	MOD land
Models 2U & White Welly Ltd	Near airports & sorting office
Lichfield Tarmacadam	Source of materials
Elswick House Nursery School	Demand

### Comments

- Results all fairly even, though public transport provision is clearly not important

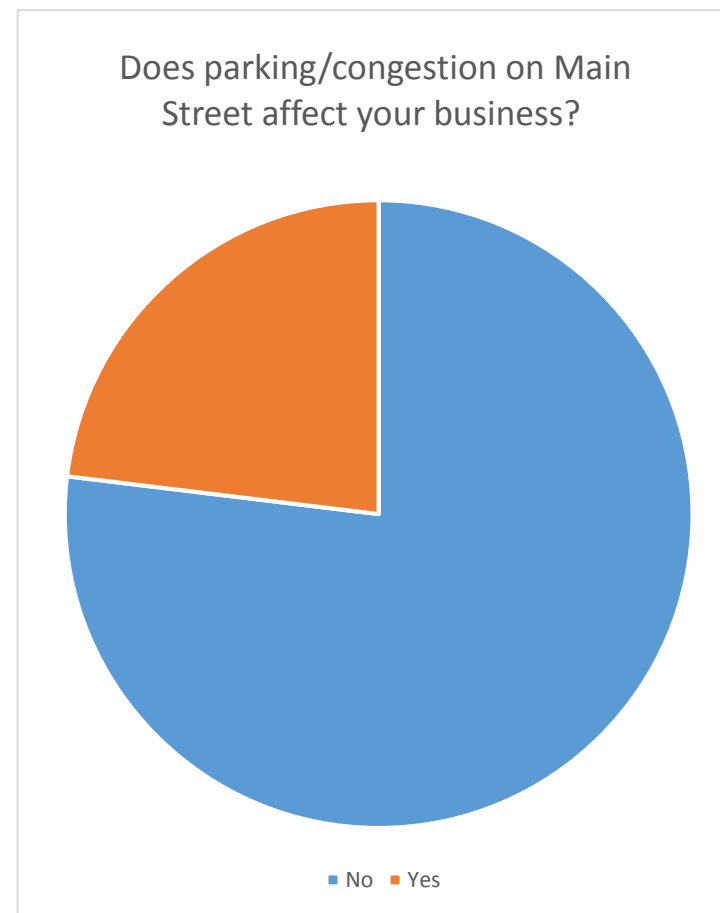


### Importance in establishing business



<b>Question 10</b>	<b>Which facilities need to be provided that would be of benefit to your employees?</b>
Whittington Out of School Club	Parking in Common Lane
Woodhouse Farm & Garden	New pathway and reduced speed limits along Fisherwick Wood Lane
Fairhome Building & Property Services	Improved phone reception/broadband
Elswick House Nursery School	Larger premises
TH Cope & Son	More housing near farm, catering facilities in village

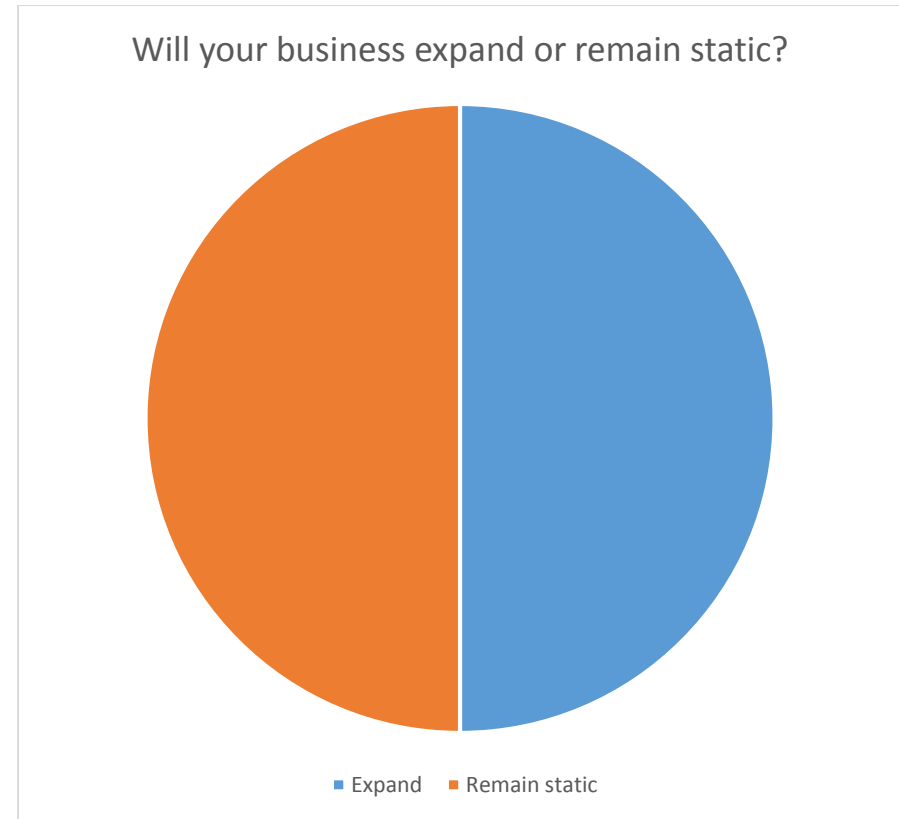
Question 11	Does parking/congestion on Main Street affect you?	If so, how?
Whittington Out of School Club	No	
Just for you	No	
Staffordshire Regiment Museum	No	
Models 2U & White Welly Ltd	No	
JF & BM Gray	Yes	Slows down traffic flow
Woodhouse Farm & Garden	Yes	affects deliveries into the village
Wiltshire Farm Foods	No	
Whittington Pharmacy	Yes	Reduces access to pharmacy
Lichfield Tarmacadam	No	
Fairhome Building & Property Services	No	
Elswick House Nursery School	No	
TH Cope & Son	No	
Whittington pre-school and day nursery	No	
<b>Totals</b>	<b>Yes 3</b>	
	<b>No 10</b>	



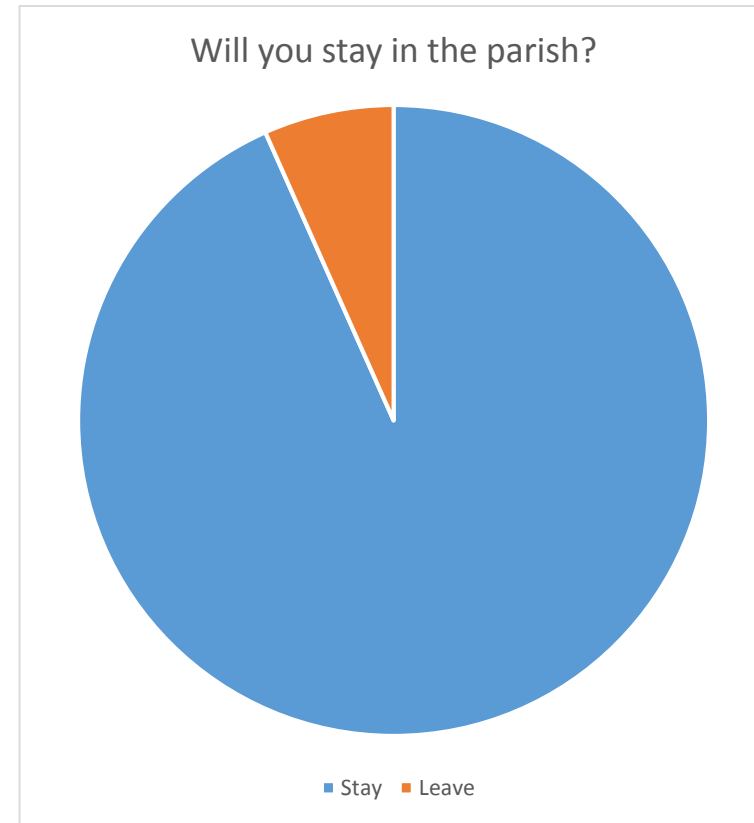
### Comments

- Effect to which businesses are effected is probably indicative of their location within the village

Question 12	Will your business expand?	
	Expand	Remain static
Whittington Out of School Club		x
Just for you		x
Staffordshire Regiment Museum	x	
Models 2U & White Welly Ltd	x	
Mark of Distinction		x
JF & BM Gray	x	
DL Thompson & Partner		x
Woodhouse Farm & Garden	x	
Wiltshire Farm Foods	x	
Whittington Pharmacy	Depends on NHS	
Lichfield Tarmacadam	x	
Fairhome Building & Property Services		x
Elswick House Nursery School		x
TH Cope & Son	x	
Whittington pre-school and day nursery		x
<b>Total</b>	<b>7</b>	<b>7</b>



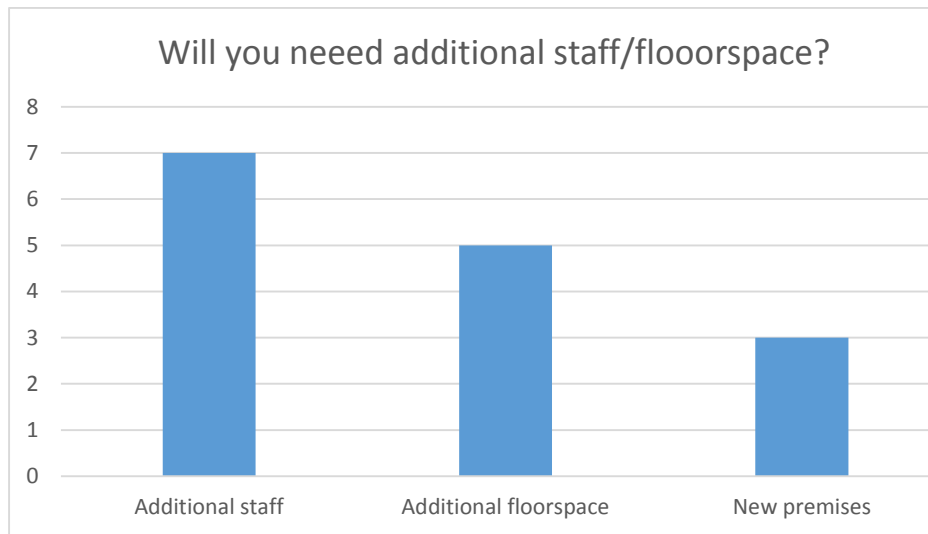
Question 13	Will you stay in the parish?	
	Stay	Leave
Whittington Out of School Club	x	
Just for you	x	
Staffordshire Regiment Museum	x	
Models 2U & White Welly Ltd	x	
Mark of Distinction	x	
JF & BM Gray	x	
DL Thompson & Partner	x	
Woodhouse Farm & Garden	x	
Wiltshire Farm Foods	x	
Whittington Pharmacy	x	
Lichfield Tarmacadam	x	
Fairhome Building & Property Services	x	
Elswick House Nursery School		x
TH Cope & Son	x	
Whittington pre-school and day nursery	x	
<b>Total</b>	<b>14</b>	<b>1</b>



### Comments

- Encouraging that so many wish to stay in the village and half of them expect to expand

Question 14	Will you need additional staff/floorspace?		
	Additional staff	Additional floorspace	New premises
Whittington Out of School Club	Yes	Yes	
Staffordshire Regiment Museum		Yes	
Models 2U & White Welly Ltd		Possibly	Possibly
JF & BM Gray	Yes	Possibly	
Woodhouse Farm & Garden	Yes		
Wiltshire Farm Foods	1 or 2		
Whittington Pharmacy	Yes		
Lichfield Tarmacadam	Yes		
Elswick House Nursery School			Yes
TH Cope & Son	Yes	Yes	Yes
<b>Totals</b>	<b>7</b>	<b>5</b>	<b>3</b>



<b>Question 15</b>	<b>What would help the growth of the business?</b>
Whittington Out of School Club	Expansion of school
Just for you	More houses
Whittington Pharmacy	More people in village
Lichfield Tarmacadam	New housing
Fairhome Building & Property Services	More houses & extensions
TH Cope & Son	More housing near farm, catering facilities in village
Whittington pre-school and day nursery	Support from the Parish Council

### Comments

- Generally support for new homes in the village

Question 16	Should new businesses be encouraged?	If so, what new businesses should be encouraged?
Whittington Out of School Club	Yes	Local IT shop
Just for you	Yes	
Staffordshire Regiment Museum	Yes	
Models 2U & White Welly Ltd	Yes	Food processing
Mark of Distinction	Yes	Home based sole practitioners taking on apprentices
JF & BM Gray	Yes	
Woodhouse Farm & Garden	Yes but could bring more traffic	
Whittington Pharmacy	Yes	Light industry employing local people
Lichfield Tarmacadam	Yes	Shops, pubs, restaurants
Fairhome Building & Property Services	Yes	All types
TH Cope & Son	Yes	Local produce, crafts, small businesses
Whittington pre-school and day nursery	Yes	Full time doctor, dentist, children's centre
<b>Total</b>	<b>Yes 12</b>	

### Comments

- No respondents said no (three didn't answer the question)
- Three answers suggest small businesses for local people

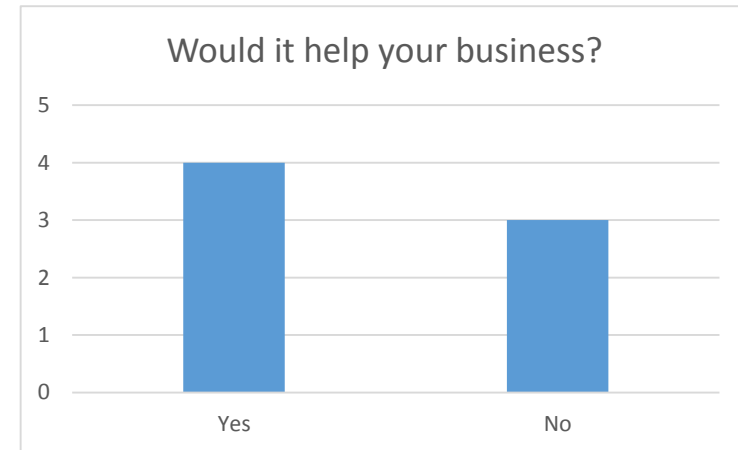
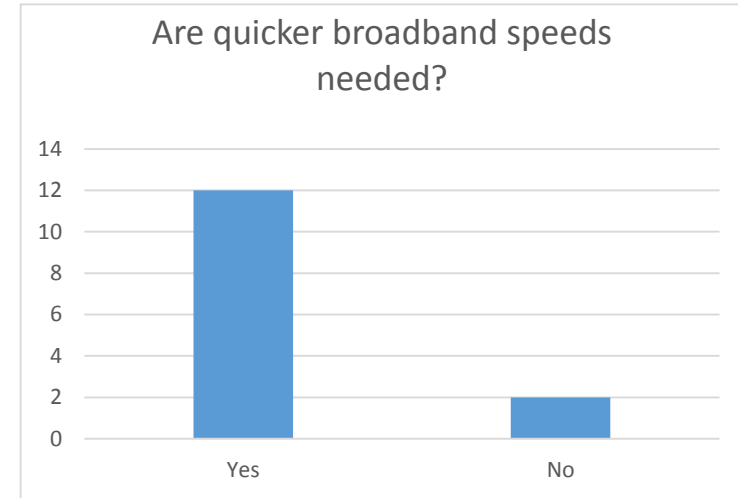


<b>Question 17</b>	<b>How could new businesses be attracted into Parish?</b>
Models 2U & White Welly Ltd	Incubator units on edge of village
Mark of Distinction	Small development of small units to allow home based units to expand
JF & BM Gray	Greater appreciation of existing successful businesses
Whittington Pharmacy	Less nimbyism
Lichfield Tarmacadam	More affordable homes
Fairhome Building & Property Services	Small low cost units & office units
TH Cope & Son	Accommodation & flexible conversion of existing buildings
Whittington pre-school and day nursery	Advertising existing facilities

### Comment

- Four answers suggest providing small units would attract new businesses

Question 18	Are quicker broadband speeds needed?	Would it help your business?
Whittington Out of School Club	Yes	
Just for you	Yes	No
Staffordshire Regiment Museum		No
Models 2U & White Welly Ltd	Yes	Yes
Mark of Distinction	Yes	No
JF & BM Gray	Yes	
DL Thompson & Partner	No	
Woodhouse Farm & Garden	Yes	Yes
Wiltshire Farm Foods	Yes	
Whittington Pharmacy	No - ok for now	
Lichfield Tarmacadam	Yes	
Fairhome Building & Property Services	Yes	
Elswick House Nursery School	Yes	
TH Cope & Son	Yes	Yes
Whittington pre-school and day nursery	Yes	Yes
<b>Totals</b>	<b>Yes 12</b>	<b>Yes 4</b>
	<b>No 2</b>	<b>No 3</b>



### Comments

- Few respondents answered the second part of the question
- Though generally accepted that faster broadband is needed, internet access is not important to all businesses

<b>Question 19</b>	<b>Local constraints to your business growth?</b>
Whittington Out of School Club	Space
Just for you	Not allowed to operate from home
Models 2U & White Welly Ltd	Size of house
Woodhouse Farm & Garden	Don't get visitors from outside village
Elswick House Nursery School	Couldn't get planning permission for larger premises
TH Cope & Son	Lack of accommodation for workers

<b>Question 20</b>	<b>Any other comments?</b>
Just for you	Litter, parking outside school
Mark of Distinction	List of customer approved businesses in parish magazine
Woodhouse Farm & Garden	People need to support local businesses
Fairhome Building & Property Services	A greater say in development of the village by the Parish Council
TH Cope & Son	Wants the village to prosper not stagnate
Whittington pre-school and day nursery	Almost full to capacity. Will need to expand or relocate if village expands