

WHEATHAMPSTEAD INVESTMENT PROFILE

Location

Wheathampstead is situated six miles to the North East of St. Albans City Centre and four miles to the East of Harpenden. Although set in an attractive rural setting it lies between the M1 and A1(M) giving it excellent links to the national motorway network.



Main Features

- **Highly attractive historic village**
- **Population of around 6,000**
- **Within easy reach of M1 and A1(M) motorways**
- **Range of specialist and general retail outlets**
- **Many local historic buildings and other cultural attractions**
- **Large Country Club and Golf Course on Northern boundary**

Village Character

Wheathampstead is one of St. Albans District's most attractive villages. It supports a thriving population of 6,000 comprising a fairly affluent community as well as a large public sector housing estate to the South of the village.

Wheathampstead has a well documented history dating to pre Roman times. The High Street is in a conservation area and the village is home to the early English church of St. Helen, the Bull public house, which dates back to the 13th century, an old mill and a range of specialist and general shops.

The church of St. Helen dates from the 13th century and has an unusual leaded spire. It contains memorials to the Garrard family. Apsley Garrard was on Scott's expedition to the South Pole.

To the west of the village is Devil's Dyke. Almost 500 yards long this is the defensive ditches of an iron age hill fort. It was the location of an historic battle when the Roman army defeated the Belgic tribes in 54BC. The Dyke is now protected by the National Trust.

John Bunyan, the 17th century evangelist and author of 'A Pilgrim's Progress' was a frequent visitor to the area. Bunyan's Chimney is the only remaining part of a cottage from which it is said he preached.

Demographic Profile

According to the 2001 Census the population of Wheathampstead was 6,058. The table below demonstrates that Wheathampstead has a slightly higher proportion of under 16 year olds when compared to the national and St. Albans figures.

2001 – Resident Population by age group

	<i>England & Wales</i>	<i>St. Albans</i>	<i>Wheathampstead</i>
Age			
		Percentages	
Up to 16	20.2	20.6	21.3
16 – 19	4.9	4.2	4.4
20 – 29	12.6	11.3	8.8
30 – 59	41.5	44.4	43.9
60 – 74	13.3	12.6	14.1
75 and over	7.6	7.0	7.4
Average age	38.6	38.4	39.4

Source: 2001 Census, ONS

There is also a significantly higher proportion of married couples among the local population. Whilst 60.5% of Wheathampstead's 16 plus age group was married or re-married this compared with figures of 55.6% for St. Albans and only 50.9% for England and Wales. On the other hand the proportion of single people who had never been married was much lower in Wheathampstead at 23.6%. This compared with 28.7% for St. Albans and 30.1% nationally.

Generally qualifications of the local workforce is also high. Almost one third (30.6%) of Wheathampstead's 16 – 74 year old population were educated to degree level or higher, compared to 19.8% for England & Wales. Indeed the number of successful University admissions, at 7.26 per 1,000 population was much higher than the national average of 4.61.

Qualifications of resident population aged 16 – 74 - 2001

	<i>England & Wales</i>	<i>Wheathampstead</i>
<i>With no qualifications</i>	29.1%	17.3%
<i>Qualified to degree level or higher</i>	19.8%	30.6%

Source: 2001 Census ONS

At 77.1% the proportion of residents living in owner occupation in Wheathampstead is the same as for St. Albans but much higher than the national figure of 68.9%. Households also seem larger with an average 6.2 rooms per household in Wheathampstead, compared to 5.7 for St. Albans District and 5.3 for England and Wales.

Housing & Households – 2001

	<i>England & Wales</i>	<i>St. Albans</i>	<i>Wheathampstead</i>
	Percentage of households		
<i>One person households</i>	30.0	27.4	23.0
<i>Pensioners living alone</i>	14.4	12.8	13.2
<i>Contained dependent children</i>	29.5	30.5	33.0
<i>Owner occupied</i>	68.9	77.1	77.1
<i>Rented from Council</i>	13.2	10.1	14.7
<i>Hsg Assoc. or RSL rented</i>	6.0	2.5	0.2
<i>Private rented or rent free</i>	11.9	10.4	8.1

Source 2001 Census, ONS

Economic Profile

There are approximately 1,600 jobs in Wheathampstead, mainly in service sector occupations. Indeed the three sectors of public administration, education and health; banking, finance and insurance; and distribution, hotels and restaurants account for 81% of all jobs.

46% of jobs in Wheathampstead are taken by males and 54% by females. 62% of jobs are fulltime.

Overall unemployment is low in the St. Albans District. In October 2003 the claimant count unemployment rate for the district was 1.0%. This compared with 1.4% for Hertfordshire and a national (Great Britain) rate of 2.4%. In actual terms there were 30 people from Wheathampstead who were in receipt of job seekers allowance.

Accessibility

Rail – Wheathampstead is within four miles of Harpenden (Thameslink) rail station. This provides a direct rail link to Central London with a journey time of 35 minutes and a peak service frequency of 8 trains per hour. This also provides a direct rail link to Bedford (35 minutes), London Luton Airport (6 minutes), London Gatwick (100 minutes) and Brighton.

Road – Wheathampstead is only eight miles from Junction 10 of the M1 motorway and and 5 miles from Junction 5 of the A1(M).

There is a free Council car park in East Lane in the heart of the village centre.

Bus – local bus services link the village to St. Albans, Luton and Hatfield

Proportion of Households with access to personal mobility

	<i>England & Wales</i>	<i>St. Albans</i>	<i>Wheathampstead</i>
	Percentage of households		
<i>With no car or van</i>	26.8	14.8	12.4
<i>With 2 or more cars or vans</i>	29.4	42.8	53.3

Source: 2001 Census, ONS

Retail Profile

The village boasts a good range of shops catering for local needs and specialist areas. In April 2004 there were only two vacant units.

Retail Units include (at April 2004):

- One Stop Shop Convenience Store
- Post Office
- Pharmacy
- Bakers
- Several Beauty salons and hairdressers
- A take away hot food shop, a cafeteria and a Tandoori & Balti Restaurant
- Specialist Holiday lets agency
- Several Estate Agents
- Florist
- Off License
- Video Hire shop
- Card & Gift Shop
- Antique Showroom
- Specialist cloths shop
- Shops specialising in Lighting, flooring and pine furniture
- Dental Surgeon

Commercial Profile

There are a number of small businesses located in the village. Many of the units are small, suitable for starter businesses and are located in converted premises such as an old school and a former telephone exchange. Business premises are available from 122 sq. ft. upwards.

Contacts

Business Link Hertfordshire

Hertfordshire Future Commercial Property Search

Wheathampstead Parish Council

St. Albans & District Chamber of Commerce

St. Albans Enterprise Agency (STANTA)

St. Albans City & District Council (Enterprise & Development)