



Business Development Plan

Whimble Heritage Centre 2025

After twenty years we are in the process of re-evaluating, what we have achieved and the future path of the History Society and Heritage Centre, so we can effectively plan ahead. For this we would like your help. We are in the process of writing a Strategic / Business Plan for the Heritage Centre to cover, with a deeper focus on, the next five years. We want to know how you see the History Society and Heritage Centre, as we all have a stake in its future.

“History forms the structure of our present and guides our future path.”

A few questions – It should not take you too long to complete the questionnaire.

Whimble History Society

1) Are you a member?

Yes	
No	
Used to be	

2) Are you a volunteer?

Yes	
No	
Used to be	

3) Would you describe yourself as interested in History?

Very Interested		Moderately Interested	
Neither Yes / No			
Moderately lacking interested		Not interested	

4) Are you a member of

The National Trust	Yes		No	
English Heritage	Yes		No	
Historic Houses	Yes		No	
Another Heritage Organisation	Yes		No	

5a) What do you think Whimble History Society does?

5b) What do you think the Whimble Heritage Centre is?

6) Have you ever been to a Whimble History Society Talk?

Yes		No	
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7) What sort of subjects would attract you to attend?

8) What discourages you from attending. e.g. subjects of talks don't interest me, venue, time, technology.

The Whimble Heritage Centre

9) Have you ever visited the Whimble Heritage Centre?

Yes		No	
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10) If yes, how long ago?

This year		Last year	
In the last 5 years		In the last 10 years	

11) How many times have you visited the Heritage Centre in the last 5 years?

Once		Twice		Three times	
4 – 10 Times		10 - 20		Over 20 times	

12) What is the reason for you visiting the Whimble Heritage Centre?

13) If you have visited the Heritage Centre in the last two years, what displays did you find very interesting and what did you find least interesting?

Very interesting:

Least interesting:

14) What was the last museum you visited and why? (This could be anywhere in UK)

15) If you are visiting a museum, what did you hope to get out of it?

16) If you have never visited the Whimble Heritage Centre, please specify why?

17) What would make more people engage or visit the Heritage Centre?

19) Moving to the future, what do you think the key aims and objectives should be?

20) On a scale of 1 – 10, how important do you feel the Heritage Centre is to Whimble?
(1 being of very little importance, 10 being of great significance importance)

Finance

21) How do you think the Whimble Heritage Centre is funded? Tick all you think apply

Government grants		East Devon District Council	
Financial donations		Devon County Council	
Bequests		Arts Council	
Sale of merchandising		Members subscriptions	
Whimble Parish Council		Gifts	

22) How much do you think that it costs to keep the doors open to the museum open?

Less than £1,000 p.a.		Between £1,000 - £2,000 p.a.	
Between £2,000 - £5,000 p.a.		Between £5,000 - £10,000 p.a.	
Between £10,000 - £20,000 p.a.		Between £20,000 – £40,000 p.a.	
More than £40,000 p.a.			

23) How do you think the Whimble Heritage Centre is staffed? Tick the relevant box

Paid employees		All volunteers		Mixture of the two	
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Forward Planning

24) Thinking about the museum / heritage centre, what do you think are its strengths?

25) What do you think are the aspects where you think improvements should be made?

26) What do you see are the external factors that could benefit or hinder the museum? e.g. funding opportunities, collaboration, volunteers, interest in collections, tourism economy.

27) Is there anything else, apart from what is being done, that you would like to see / experience at the Heritage Centre?

User Experience

28) What type of activities would engage more effectively with group visits?

29) How would you 'sell' the museum as a visitor attraction and learning experience?

The Future

30) This question relates to the long-term strategy. If you returned to the museum in 2035, what would you expect to see / experience?

About You

Are you a resident of Whimble, for this we mean living in the Parish of Whimble?

Whimble resident	Yes		No		East Devon Resident	Yes		No	
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Whimble Heritage Centre wants to meet the aims and commitments set out in our equality policy.
N.B. The information in this section of the form is for monitoring purposes only.

Age - Which group applies to you?		Disability - Do you have a disability, impairment or health condition which affects your day-to-day activities?	
18 or under		Yes	
19 to 29		No	
30 to 39		Prefer not to say	
40 to 49			
50 to 59			
60 to 69			
70+			
Prefer not to say			
Ethnicity	Religion or belief	Gender	
		Female	
		Male	
		Prefer not to say	

On completing this questionnaire, please post or deliver by hand to:

Whimble Heritage Centre, Lockyers Linhay, Church Road, Whimble, East Devon, EX5 2TA

Thank You, for your input in helping us to plan our future.