

The current proposal requires substantial investment of several hundred million to deliver a combination of over 1,400 new homes including; affordable housing, sustainable employment, an Art Hub, Museum, Wellness Centre, Public Art and a new community building. The first phase of development will include Social & Private Housing and the extensive refurbishment of the Listed Shredded Wheat Production Hall for creative modern office users, and the renovation of the railway footbridge to include new lighting and a lift, making the town more accessible. The aim is to complete these in time for the Centenary in 2020.



The planning application has now been submitted to Welwyn and Hatfield Council and their decision is expected before the summer, but while a decision is being reached, there are a number of exciting projects, involving local schools underway.

One of the key parts of the vision for the Wheat Quarter is its focus on art created by local and international talent. From public art, incorporated into the site, to the establishment of an internationally respected gallery, called the Art Hub, bringing a creative vision that the community can engage with is a fundamental part of what makes this development so exciting.



On 9th March, international street artist Otto Schade was welcomed to the site to create his iconic images on the tanks for everyone walking to and from town to marvel at. Otto's work can be seen all over the world and students from the consortium schools and Oaklands College were able to meet him and find out more about his work.



ART BY OTTO SCHADE

The Art Hub will be situated in what was previously the boiler house with an artist in residence and a permanent collection from internationally renowned artists, including Andy Warhol, curated by the Frameless gallery. Plans for an international competition for the public space art are underway, which will hopefully, allow the commission of stunning and accessible work from around the world, as well as from local artists.

All the junior schools in the town have been invited to take part in a competition to decorate the hoarding panels around the site and bring to life the town's ethos of 'Work, Live and Play'. Together with the Digswell Art Trust, the developers will be judging submissions from each school at the end of May, with the winning artworks being brought to life at the beginning of June.

The new civic centre is designed by the Louis de Soisson Architectural Practice. Their founder was one of the key players in the development of Welwyn Garden City and designed the original Shredded Wheat factory, bringing a sense of continuity to a very contemporary building. The civic building will also house a wellness centre and community space for the people of the town.



There are also plans for a heritage exhibition to celebrate the amazing history of the Shredded Wheat site with archive footage and images, many of which will be seen by the public for the first time.

The plans are ambitious, but we are passionate about bringing a sensitive regeneration to this iconic site, and building a resilient and exciting community for the future.

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