

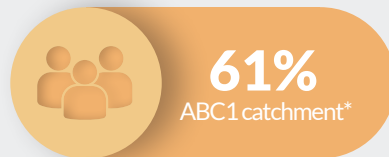
Retail & Leisure Opportunities

Retail and leisure opportunities within a London commuter town shopping centre

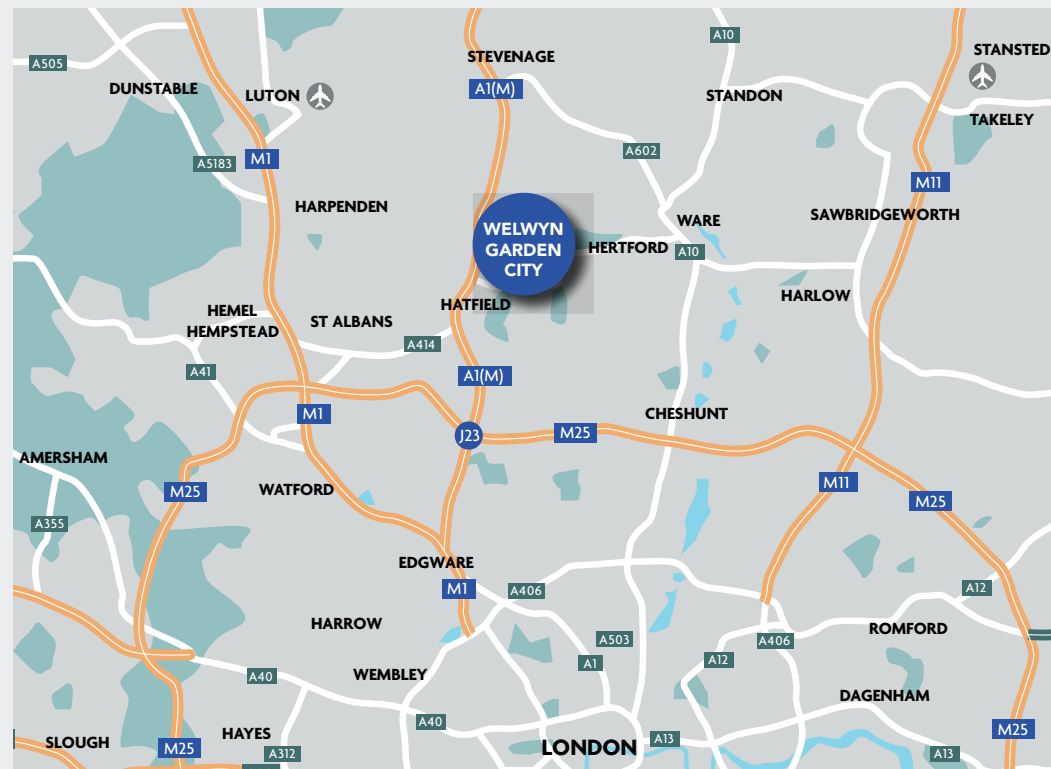
The Howard Centre

The Howard Centre
Welwyn Garden City Shopping

A Welcoming Place



*ref PROMIS



Ranked **29** out of 200 promis retail centres



TESCO HEAD OFFICE

SHIRE PARK

CAMPUS EAST CARPARK - CIRCA 410 HOMES.

PAYPOINT

ROCHE

BUS STATION

OCADO

THE HOWARD CENTRE

WHEAT QUARTER SITE 1,340 HOMES

MORRISONS

LIBRARY

WELWYN HATFIELD BOROUGH COUNCIL OFFICES

JOHN LEWIS WAITROSE

SAINSBURY'S

HOWARDSGATE BOULEVARD

WELWYN GARDEN CITY TRAIN STATION



BIOPARK

A Connected Place



Transport

Welwyn Garden City is an attractive New Town located in the county of Hertfordshire in the east of England. The town lies 8 miles (12.9 km) south of Stevenage, 13 miles (20.9 km) east of Hemel Hempstead, 15.5 miles (24.9 km) west of Harlow, and

20 miles (32 km) north of London. The town provides excellent transport links with the Howard Centre benefiting from being adjacent to Welwyn Garden City Railway Station which generates significant footfall for the centre.



Luton Airport	12 miles
London Stanstead	25 miles
London Heathrow	33 miles



London King's Cross	26 mins
City (Moorgate)	40 mins
Cambridge	53 mins



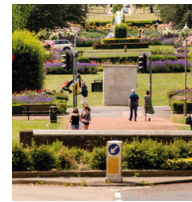
A1 (M) runs past the town to the west
 M25 (J23) is a 10-minute drive
 Buses to Hatfield, St Albans, Hemel Hempstead, Watford and Stevenage

A Vibrant Place

Welwyn Garden City is home to national brands including John Lewis, Waitrose, H&M and Boots. Major employers in the town include Roche Pharmaceuticals and Tesco's Headquarters.

It boasts outstanding natural beauty, from the ancient woodland of Sherrards Park Wood to the lakes of Stanborough Park.

It has a new state-of-the-art NHS Hospital, a 50-acre business district, Shire Park, the 18-hole Panshanger Golf Course.



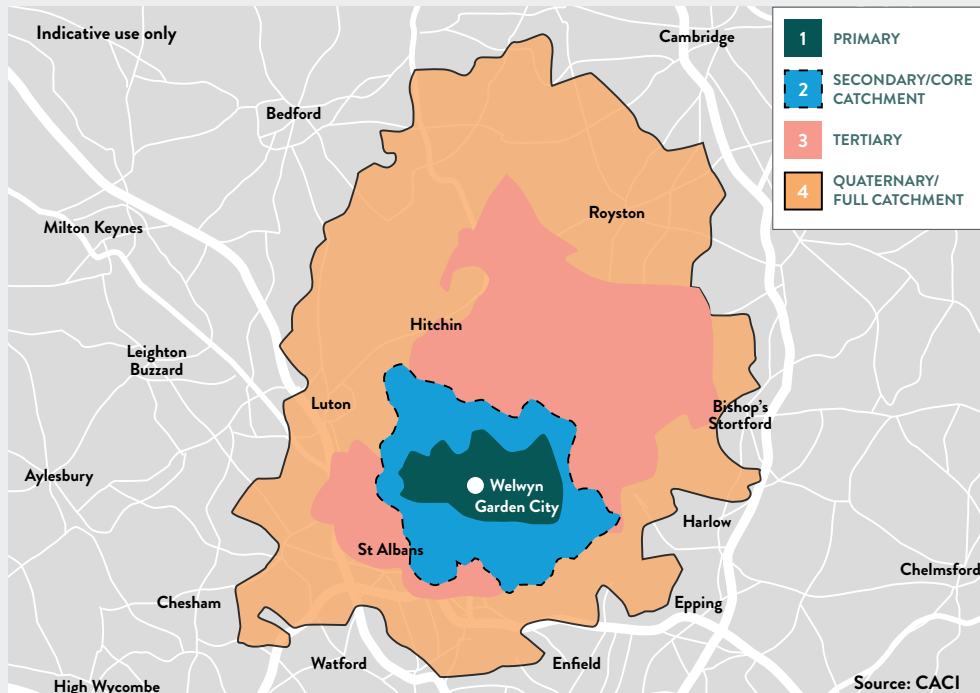
FATFACE

Clarks



An Affluent Place

The Howard Centre dominates the retail provision within Welwyn Garden City, providing circa 40 percent of the town's total retail floorspace.



- 1.24 million total catchment
- 200,000 core catchment
- 61% ABC1
- 39.7% affluent achievers and rising prosperity
- 23% families earning in excess of £60k

All stats ref PROMIS

A Developing Place

The Wheat Quarter is an exciting new redevelopment project, that will reinvigorate the former Shredded Wheat Factory site, which lies immediately to the east of The Howard Centre.

- Up to **1,340** new homes
- New **30,848 sq ft** civic building
- New **54,852 sq ft** of flexible business floorspace
- New **26,800 sq ft** International Arts Centre

The development will also include a provision to upgrade the railway footbridge, which will provide a direct link between The Howard Centre and this transformative

new residential area.

This extensive residential development will offer huge future benefits for The Howard Centre. The centre will act as the main amenity hub for the considerable Wheat Quarter community; with residents making use of the centre to shop, eat, socialise and exercise. This will increase footfall, dwell time and spend across the shopping centre.

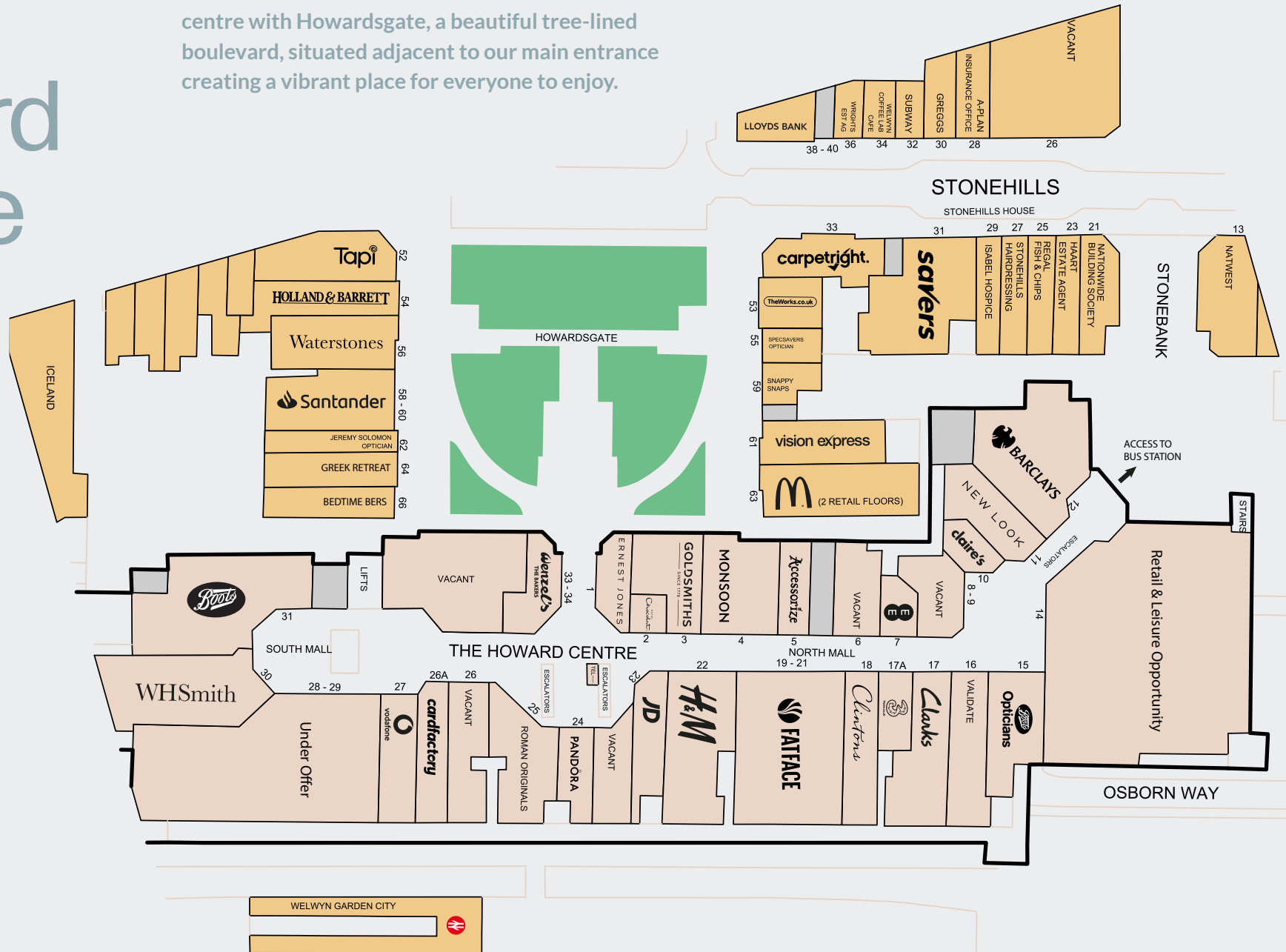
The development will also draw the town's retail pitch to the east, consolidating the prime pitch within the shopping centre and enhancing the profile of the scheme.



The Howard Centre

The Howard Centre is well connected to the town centre with Howardsgate, a beautiful tree-lined boulevard, situated adjacent to our main entrance creating a vibrant place for everyone to enjoy.

Ground Floor



Flexible unit sizes

Flexible lease terms

725 space car park

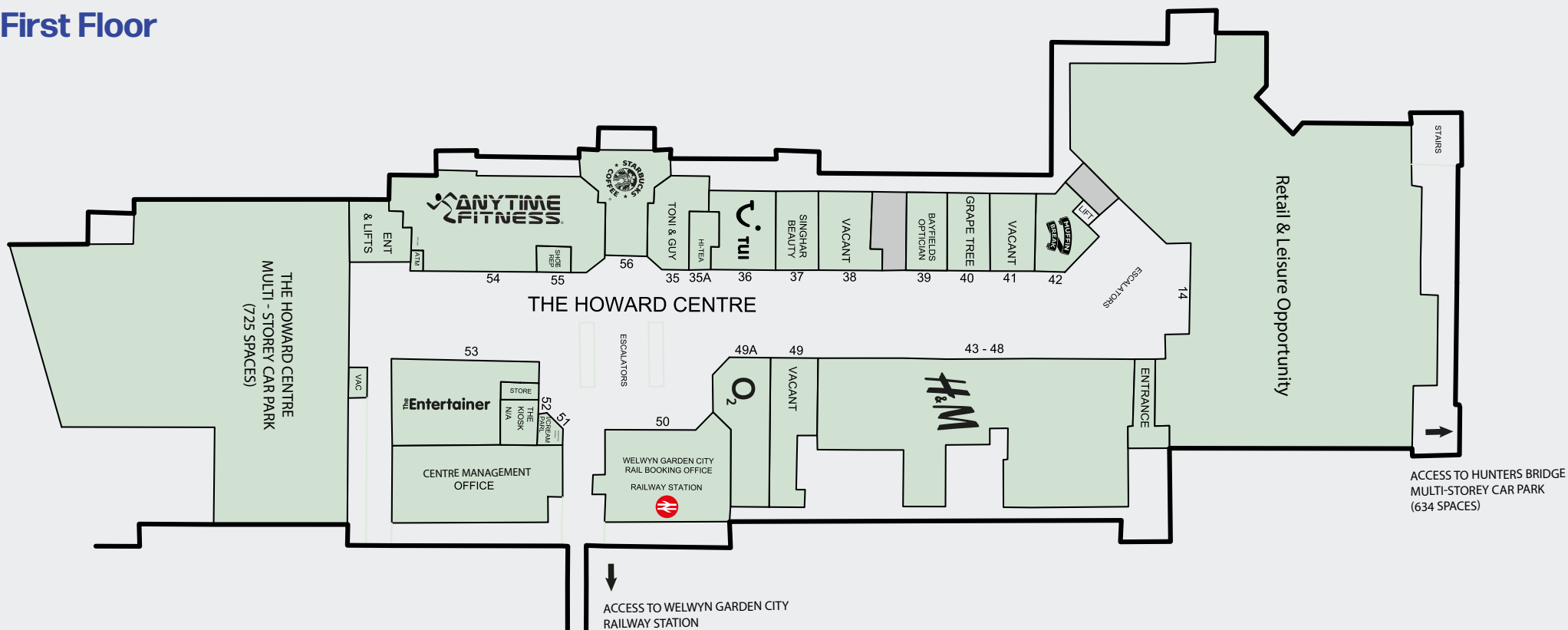
The Howard Centre

Adjacent rail & bus links

Large mix of national brands

200,000 primary catchment

First Floor



Contact

The Savills logo consists of a yellow square with the word "savills" in lowercase, bold, sans-serif font.

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Links

The Centre : howardcentre.co.uk

Development : thewheatquarter.co.uk

Development: wgc-southside-mtvh.co.uk

DELANCEY

