

North Harrow District Centre

Inward Investment Profile



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Disclaimer

The information in this document is for guidance only. While every effort has been made to offer current and accurate information, all statements contained herein are made without responsibility on the part of Harrow Borough Council. None of the statements contained in this document is to be relied upon as a statement or representation of fact. Harrow Borough Council does not make or give any representation or warranty whatever in relation to statements made in this document.

1. North Harrow District Centre – Introduction

North Harrow is classified as a District Centre in the Council's Unitary Development Plan.

North Harrow District Centre is split between 3 wards Headstone North, Headstone South and West Harrow.

The District Centre is focussed around the Pinner Road/Station Road junction with North Harrow tube station (Metropolitan Line) located at the southern end of Station Road.

There is a Tesco Express located at 503 Pinner Road and a VB Cash and Carry (one of four in West London) has opened at 539-545 Pinner Rd on the site of Allied carpets.

2. Harrow and Surrounding Boroughs

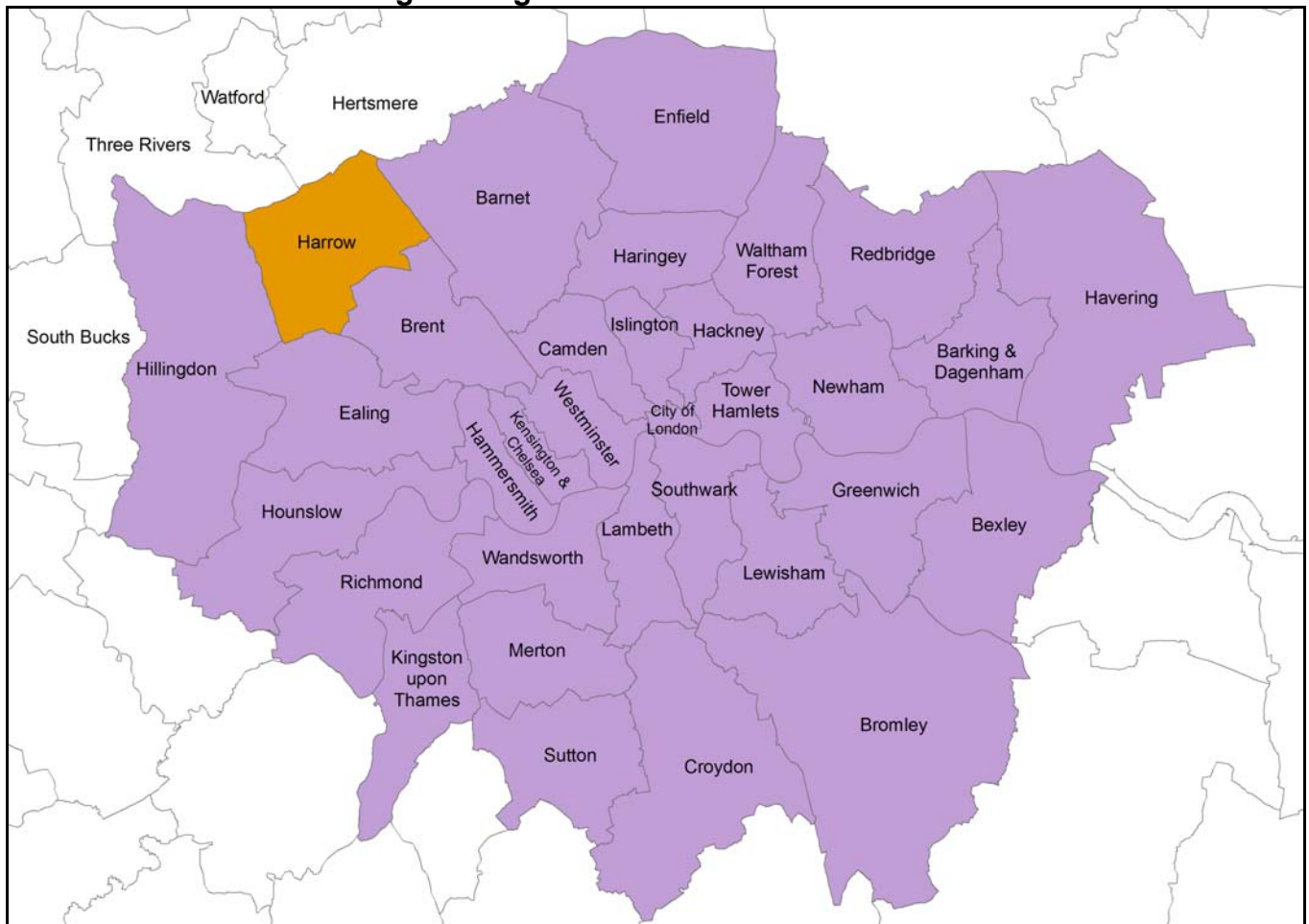
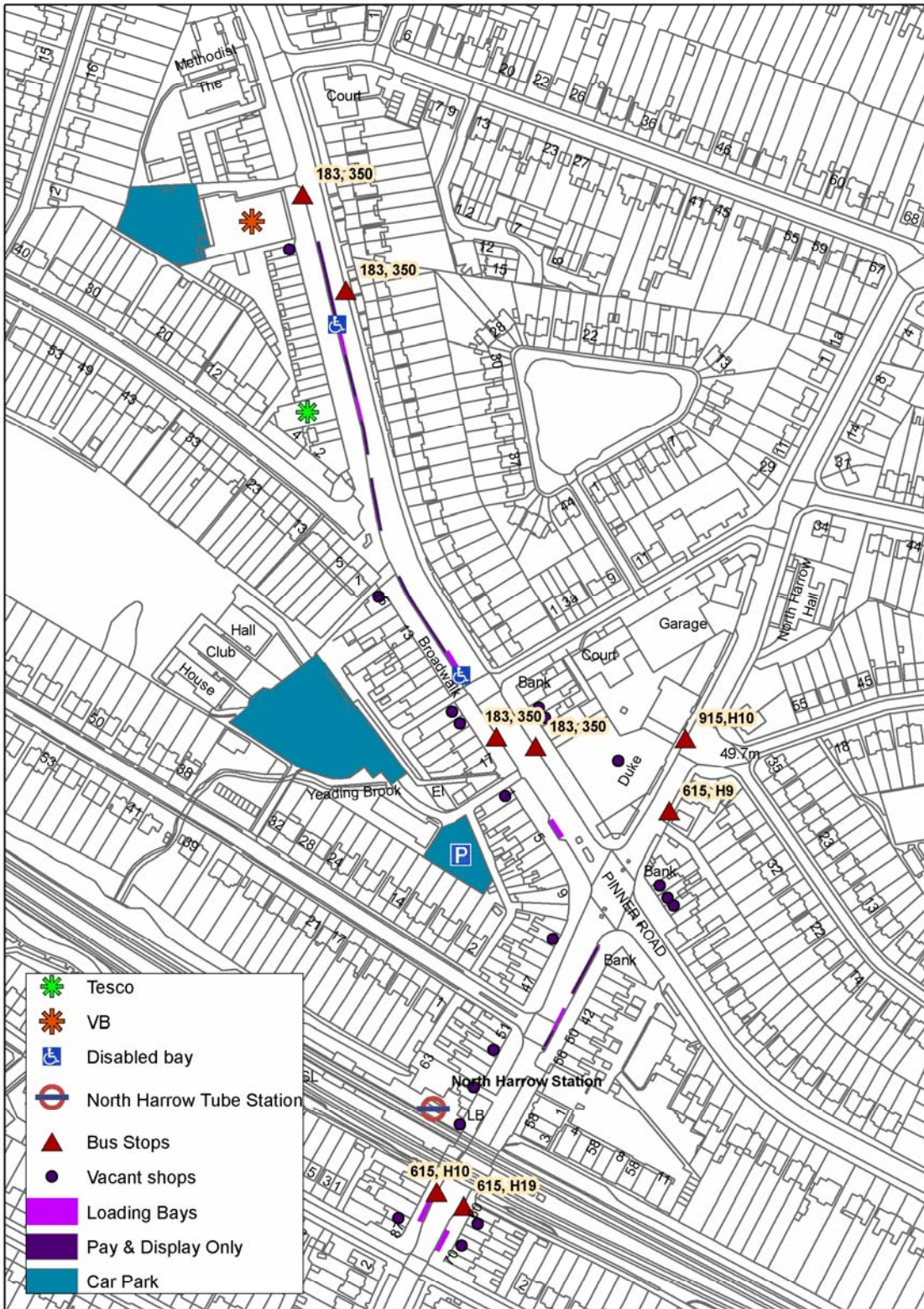


Figure 1: Map of North Harrow showing Bus Stops, Parking and Loading Bays

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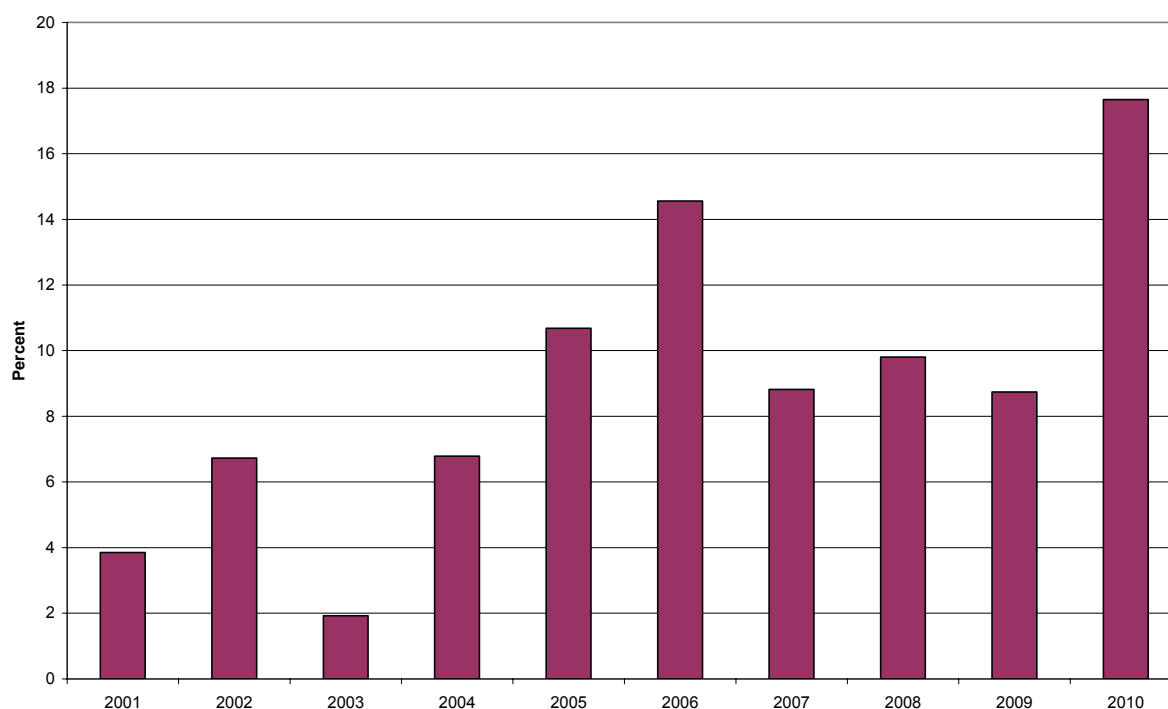
3. Retail Composition

Type of Business	No of Units
Food etc	
Bakers	1
Butcher	1
Cash and Carry	1
Grocers	8
Supermarket	1
Health & Personal	
Hair & Beauty	5
Dentist	1
Opticians	2
Jewelers	1
Chemist	3
House	
Bathrooms etc	1
Carpets	2
Furniture	1
Kitchen Design	1
Windows	1
Miscellaneous & Specialist	
Betting Shop	2
Bicycle Shop	1
Cards & Gifts	1
Car Sales	1

Type of Business	No of Units
Charity Shop	1
Electrical & Computing	1
Hardware & Household	2
Mobile Phone	2
Print & Design	2
Video hire	1
Newsagent	4
Post office	1
Professional & Property	
Accountants	2
Estate Agents	6
Insurance	1
Solicitors	2
Restaurant/Take Aways/Pubs	
Take-away/Restaurant	16
Public House	2
Services	
Dry Cleaners	2
Shoe Repair	1
Police Station (Safer Neighbourhood Office)	1

Source: Harrow Council Monitoring

Vacancy Rate - Proportion of Vacant Units (2001 to 2010)



Source: Harrow Council Monitoring

Available Property

Rents for a standard retail unit in North Harrow are between **£11,000 to £13,000 per annum** depending on exact location. This equates to **£15 to £17 per square foot**.

Available Property

Address	Description	Rent	Contact
55 Station Road North Harrow. HA2 7SR	Lock up shop a few doors from North Harrow Met. Line Station. Total gross floor area approx 700 sq.ft, kitchen and toilet.	£12,000 p.a. exclusive. Vacant. New lease by arrangement.	David Wilson
372 Pinner Road, North Harrow, HA2 6DZ	A1 lock up shop totaling 1,066 sq ft	£13,500.00 pa new full repairing and insuring lease for a term by arrangement.	David Charles
1 Broadway Parade			P K Properties

Local Estate Agents

The table lists a number of local estate agents in the area.

Company and Address	Telephone	Email and/or web site
David Wilson 29-31 High Street, Harrow-on-the-Hill, HA1 3HT	Tel: 0208 423 5933	david@davidwilsonproperty.com www.davidwilsonproperty.com
Ferrari Dewe Ferrari House, 102 College Road, Harrow HA1 1ES	Tel: 020 8427 4288 Fax: 020 8863 5466	enquiries@ferraridewe.co.uk www.ferraridewe.co.uk
David Charles 29 High Street Pinner HA5 5PJ	Tel: 020 8866 0001 Fax: 020 8868 2600	propertyconsultants@davidcharles.co.uk http://www.davidcharles.co.uk/
VDBM 30A Green Lane Northwood Middlesex HA6 2QB	Tel: 01923 845222 Fax: 01923 832142	property@vdbm.co.uk www.vdbm.co.uk/
Andrew Pearce 55 Bridge Street Pinner Middlesex HA5 3JR	Tel: 020 8868 2424	
P K Properties 451 Alexandra Ave Harrow HA2 9SE	Tel: 020 8429 4249	www.pkproperties.co.uk
Chamberlain Commercial Evans House, 107 Marsh Rd, Pinner, Middlesex, HA5 5PA	Tel: 020 8429 6899	http://www.chamberlaincommercial.com/ info@chamberlaincommercial.com

4. Business Rates

Business rates can be calculated from the Valuation Office agency web site (www.voa.gov.uk or telephone 020 8276 2800) or by contacting the Council's Business Rates department on 020 8901 2610 or visiting www.harrow.gov.uk/businessrates.

5. Planning

The Council recognises that North Harrow is suffering from high vacancy levels and has recently introduced a Local Development Order (LDO) to simplify the planning process in part of the District Centre.

What will the LDO permit?

The Local Development Order grants planning permission within designated parts of North Harrow (see map below) for changes of use of ground floor premises from the current use to the following:

A1 Shops

A2 Financial and professional services

A3 Restaurants and cafes

B1 (a) as an office other than a use within A2 (financial and professional services)

D1 Non-residential institutions specifically; health centres, day nurseries, public halls and non-residential education and training centres (subject to a maximum of 150 square metres)

The LDO will not permit changes of use to:

- A4 Drinking Establishments
- A5 Hot Food Takeaways

The LDO covers:

- 34 to 70 and 51 to 87 Station Road
- 340 to 378, 435, and 547 to 555 Pinner Road

How long does it last for?

The LDO lasts for three years although the council could extend, replace or remove it. The uses that have taken place during the lifetime of the LDO will be allowed to continue, but no further changes of use would be allowed without planning permission

Please note that:

- **The LDO also does not include existing and new extensions, or advertisements**
- **The LDO does not remove the requirement for consents obtained under other legislation such as licensing and building regulations**
- **The normal planning policy still applies in the areas not covered by the LDO.**

If you are interested in a property but need to check on its planning status, please contact the Council's Planning Policy Team on 020 8736 6082.

6. Local Population and Catchment Area Information

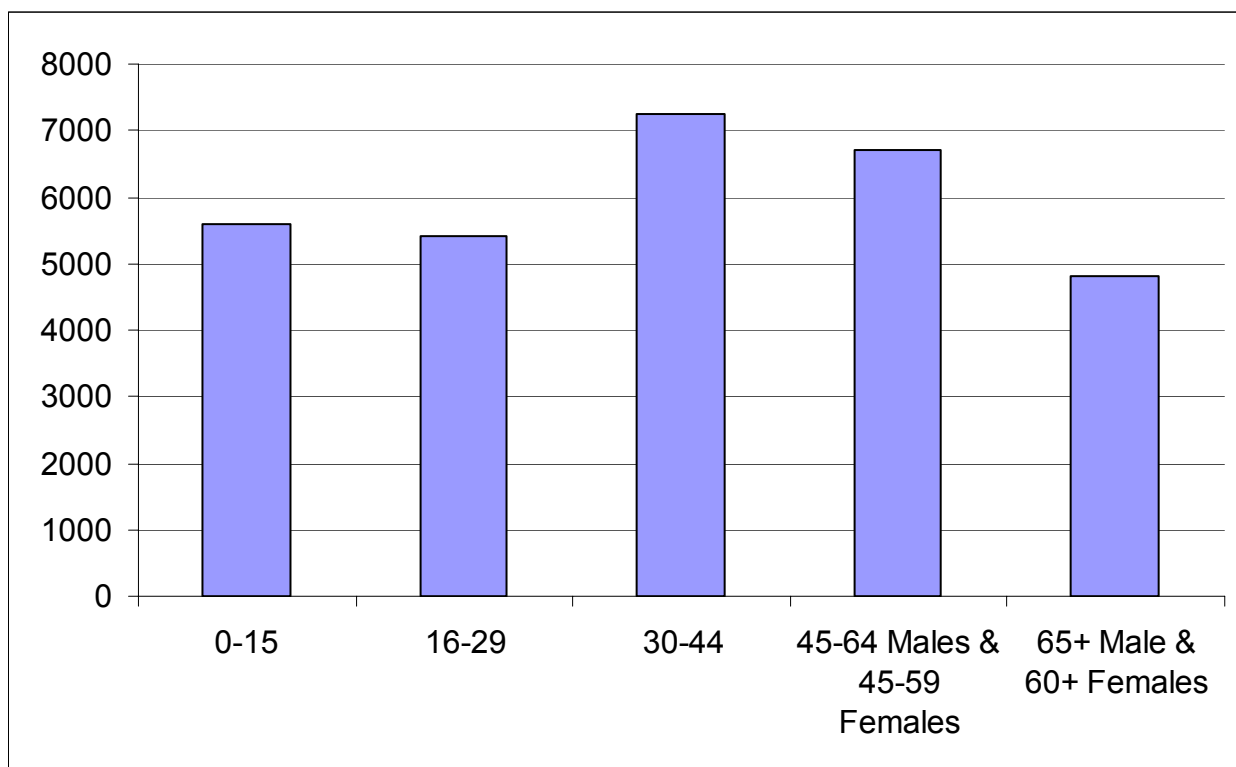
Within 0.5 kilometre of the centre of North Harrow, there is a population of around 5,000 people. This increases to 17,000 within a 1 kilometre radius. A total of almost 30,000 people live in the 3 wards around North Harrow.

Within 500 metres of North Harrow, 75% are classified as within Harrow Segments C, F & G. Within 1 kilometre, almost 84% of households are made of Harrow Segments B, C, F & G. (see **Appendix A** for explanation of Harrow segments and further information).

Population by Age in North Harrow Area (Headstone North, Headstone South & West Harrow Wards)

Age Group	Population
0-15	5590
16-29	5410
30-44	7240
45-64 Males & 45-59 Females	6720
65+ Male & 60+ Females	4800
Total	29760

Source: Office for National Statistics - Mid-2009 Population Estimates (Harrow Analysis) © Crown Copyright 2010
Totals have been rounded to nearest 10

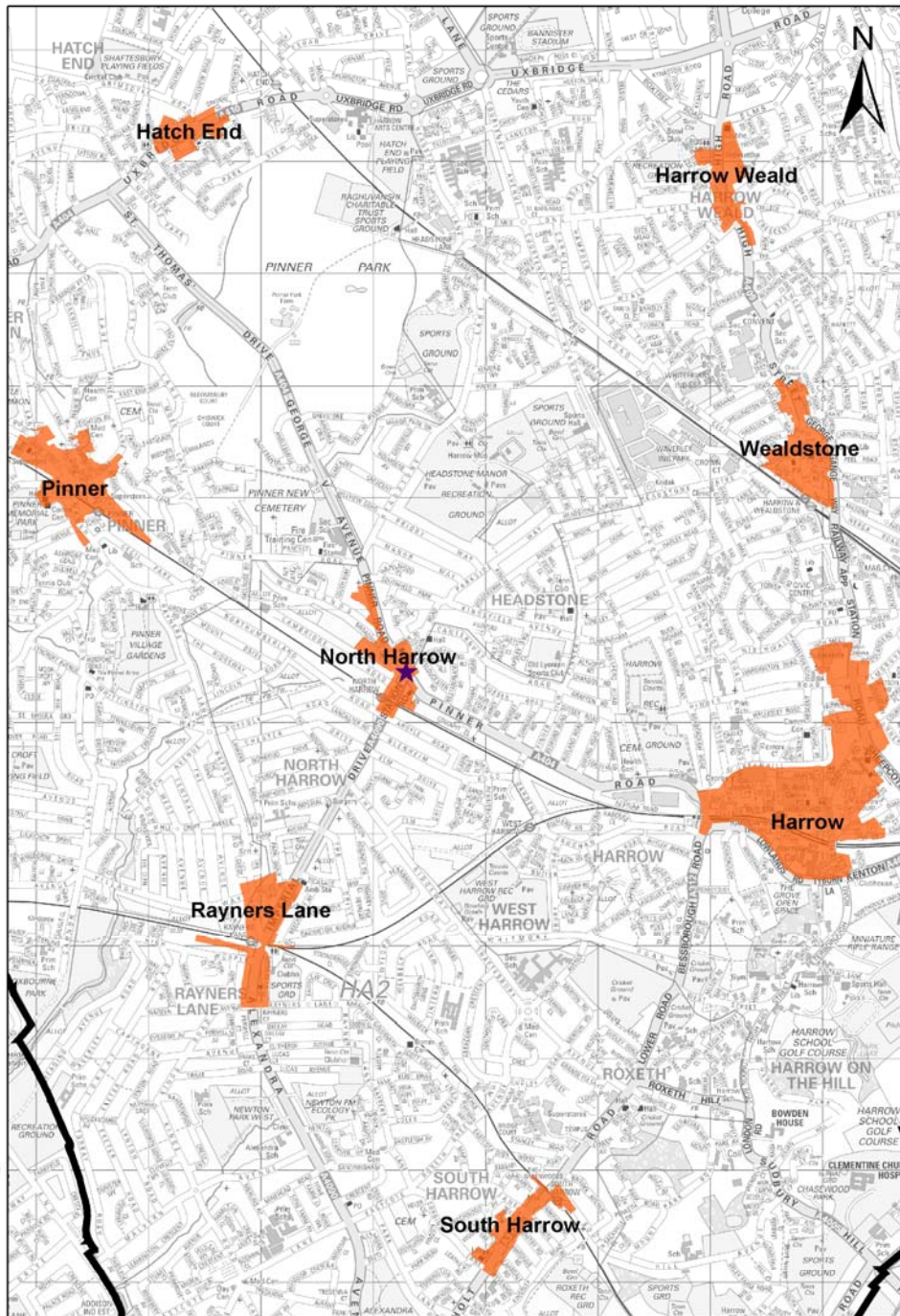


Map of North Harrow with Nearest Other District Centres

Closest Centres	Distance km (Miles)
Rayners Lane	1.3 km (0.8 miles)
Pinner	1.6 km (1.0 miles)
Harrow	1.8 km (1.1 miles)
Hatch End	2.6 km (1.6 miles)

Source: Harrow Council

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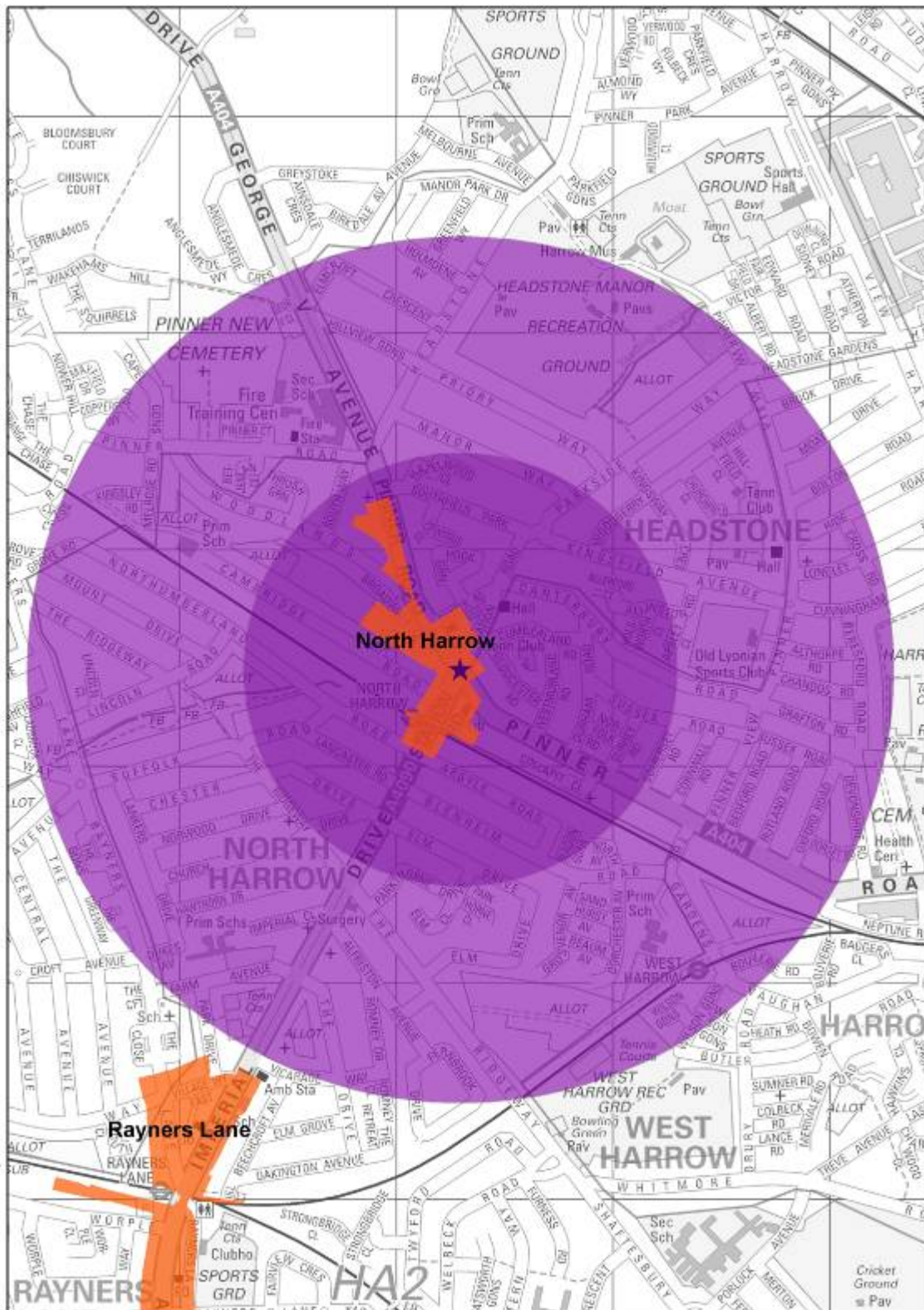


Town Centres (2001 UDP).lyr



Map Showing 0.5 Km And 1 Km Distances From North Harrow Town Centre

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7. North Harrow Underground Station

Pedestrian Entries and Exits – Weekday, Saturday and Sundays

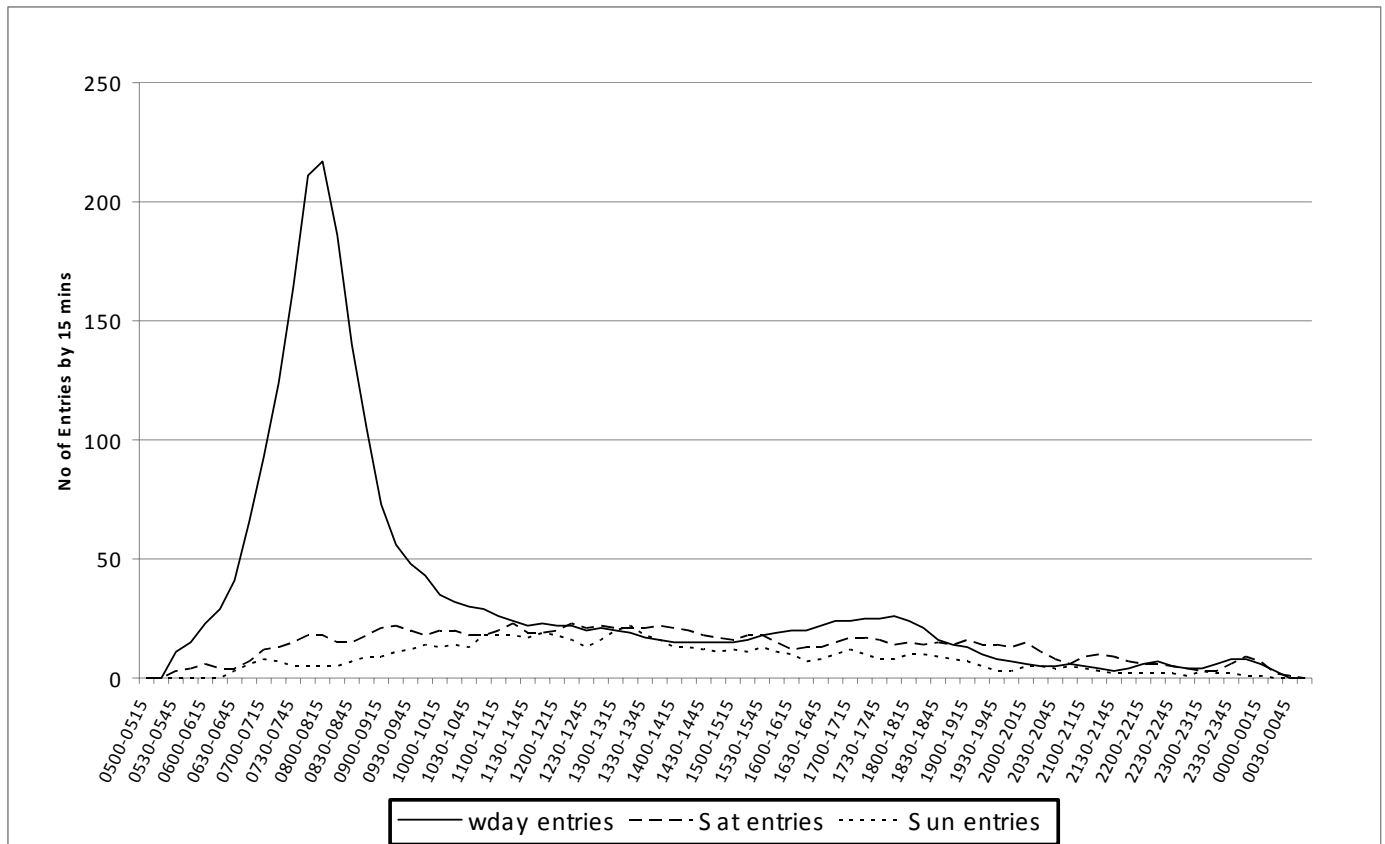
Around a total of **2400** people enter the tube station on a weekday.
Around a total of **2200** people exit the tube station on a weekday.

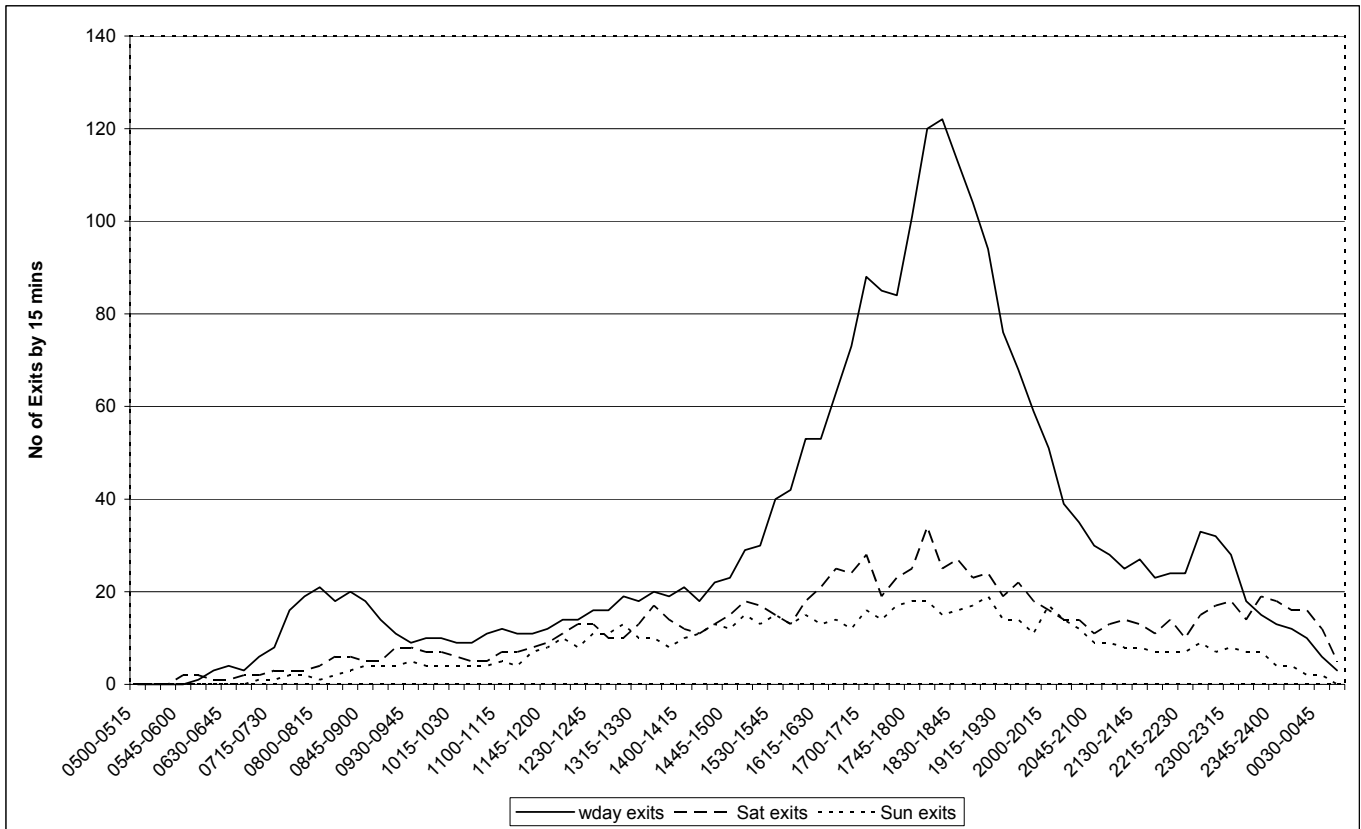
During the week, the **peak time** for people

- **entering** North Harrow Tube station is between **7.30 and 8 am**
- **exiting** North Harrow Tube station is between **6.00 and 6.30 pm**

This figure has grown steadily from an average number of entries of **1800** per day in 2001 to **2400** per day in 2010.

Source: Transport for London





Bus Routes

6 bus routes serve North Harrow District Centre.

- 183 Golders Green Station towards Pinner Station
- 615 University of Hertfordshire/Hatfield Business Park & Rayners Lane (peak evening only)
- H9 Harrow via Rayners Lane
- H10 Harrow via Kenton
- H18 Harrow via Belmont
- H19 Harrow

Car Parking

There is one hour free parking at the Cambridge Road car park located at the rear of the shops between Pinner Road and Station Road. There is also on street parking available in front of the shops on Station Road and Pinner Road.

Please see figure 1 for more information.

Pay & Display	Tariffs per Day	Days & Times
Cambridge Road Car Park	1 st hour free 40p per hour £3.10 over 4 hours	Mon-Fri 8.00am –6.30pm
Pinner Road Station Road	1 st hour free 40p per 30 mins £10 over 6 hours	Mon-Sat 8.00am –6.30pm
Devonshire Road Pinner View Bedford Road Rutland Road Oxford Road	20p per 30 minutes Max stay 2 hours	Mon-Sat 10.00am- 4pm

Source: Harrow Council

8. Appendix A

Borough of Harrow North Harrow Customer Insight January 2011

500m and 1000m Buffering around Pinner Road & Station Road



Produced by:

Harrow Council - Prevention: Crime Reduction Unit & Corporate Performance Team



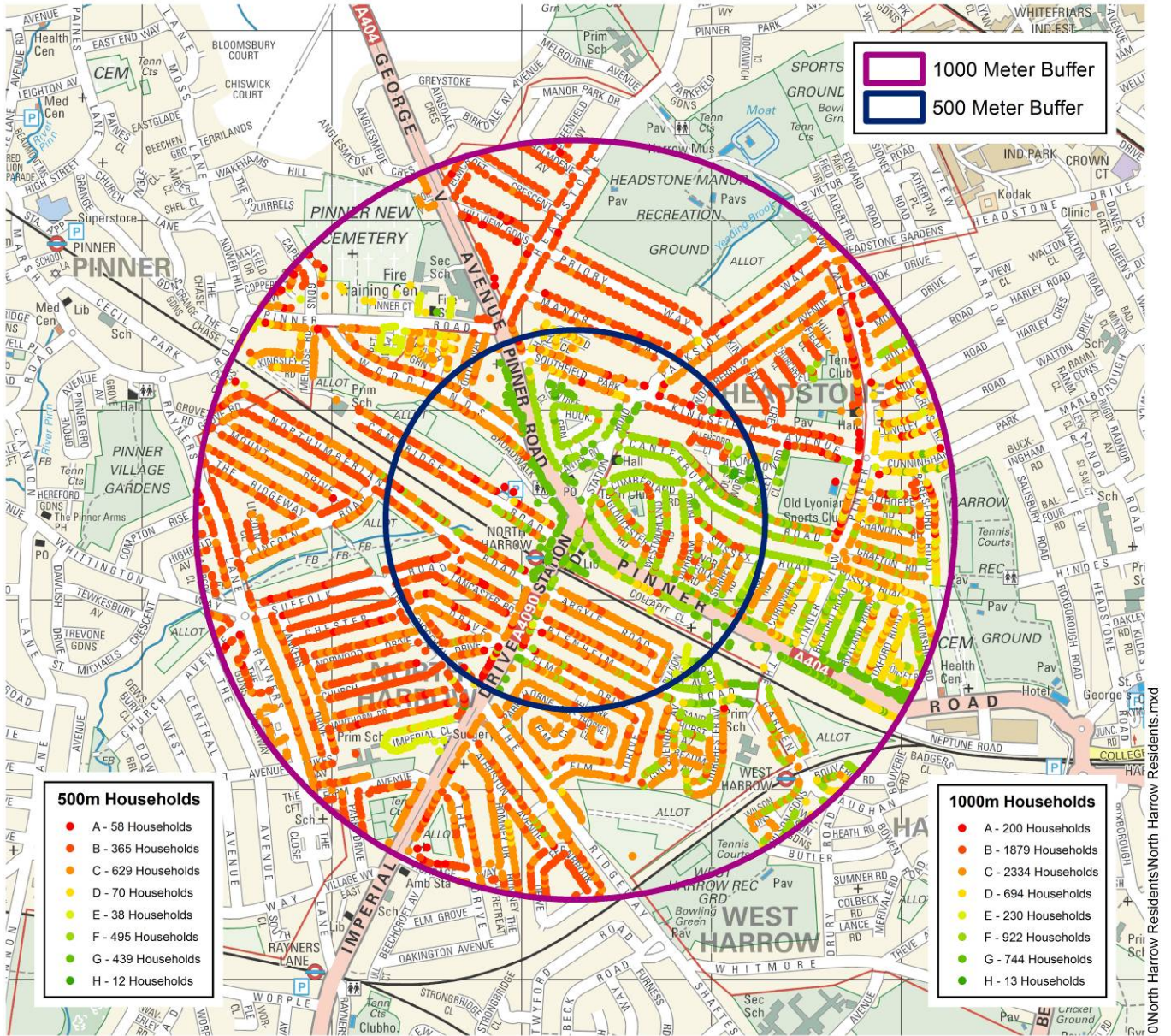
Customer Segments within 500m and 1000m Radius of Pinner Road & Station Road

North Harrow Residents

Households around Pinner and Station Road

24 January 2011

Source: Harrow Council: Experian, Customer Insight Data



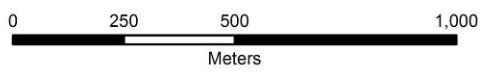
1000 Meter Buffer
 500 Meter Buffer

500m Households

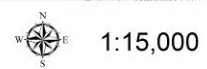
- A - 58 Households
- B - 365 Households
- C - 629 Households
- D - 70 Households
- E - 38 Households
- F - 495 Households
- G - 439 Households
- H - 12 Households

1000m Households

- A - 200 Households
- B - 1879 Households
- C - 2334 Households
- D - 694 Households
- E - 230 Households
- F - 922 Households
- G - 744 Households
- H - 13 Households



Crime Reduction Unit
 London Borough of Harrow
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O:\GIS 2010\North Harrow Residents\North Harrow Residents.mxd

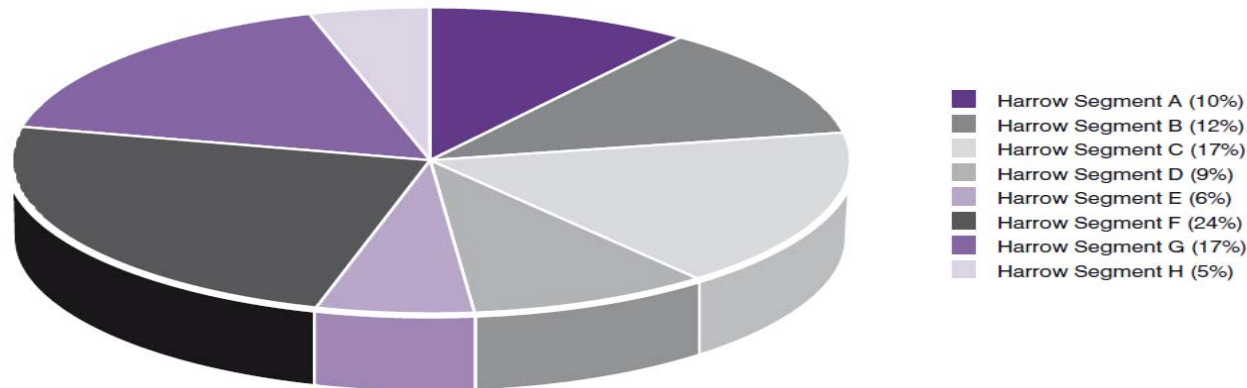
Harrow Customer Insight – Experian Customer Segments

Harrow Experian Customer Insight Segments¹ are a snapshot of 2008 households to which we have added some local council, crime victim, health usage information & national Experian market data. Harrow has been segmented into 8 groups of customer behaviours to assist and support service planning & location and targeted communication strategies.

Breakdown of Harrow's households by Segment Vitality Profile 2009/10

Harrow's households by Segment, 2008

Source: Experian



- The map of the area shows that customer segments G & F are concentrated directly around Pinner Road and to the North East of the locality. Whereas towards the North West area of the locality customer segment C dominate within the 500m area and segments C & B within the 1,000m area outlined.
- The tables attached display the main customer characteristics and preferred communication channels of the locality. More detailed information on the segments can be provided if requested from the Corporate Performance Team: Management Information Development.

¹ © 2010 Experian Ltd

Experian Customer Insight²: 2,106 households are within 500 metres of North Harrow road junction, 75% of households are made up of 3 of the bespoke Harrow Customer Segments.

North Harrow Segment C 30% Borough Segment C 17%	North Harrow Segment F 23.5% Borough Segment F 24%	North Harrow Segment G 21% Borough Segment G 17%
Descriptions		
<p>Middle aged families in suburban neighbourhood</p> <ul style="list-style-type: none"> ● Middle aged families ● Semi-detached with mortgage ● School age children ● Good incomes ● Regular savings ● Intermediate/lower professionals ● Non-smokers, low alcohol intake ● Active lifestyles ● Low levels of crime ● Pays council tax via direct debit ● Relatively low users of public services 	<p>Suburban larger families on moderate income</p> <ul style="list-style-type: none"> ● Families with children ● Suburban, semis or terraces ● Asian background ● Middle income ● Multi-person households ● Period of unemployment ● Relative higher benefit take up ● Non smokers & non drinkers ● Pay by cash ● High fear of crime but relative low victims of crime rates 	<p>Ethnic minorities in urban areas</p> <ul style="list-style-type: none"> ● Urban areas ● Singles, co-habitees, lone parents ● Rented terraces or flats ● Periods of unemployment ● Diverse ethnicity ● Relative higher benefit take up ● Council tax summons & Parking Permits contacts
Communication		
<ul style="list-style-type: none"> ▪ High propensity internet use for information and services ▪ Less likely to use telephone ▪ Unreceptive to face to face communication ▪ Tend to gain information from local newspapers 	<ul style="list-style-type: none"> ▪ Receptive to accessing information over the telephone and via mobile texts ▪ Prefer to gain some information face to face ▪ Prefer to gain some information from local newspapers 	<ul style="list-style-type: none"> ▪ Like to use internet to gain information about services ▪ Like to access information and services via mobile telephones ▪ Tend to be unreceptive to gaining information face to face ▪ Tend not to use local newspapers for information

² Harrow Experian Customer Insight Segments © 2010 Experian Ltd – are a snapshot of 2008 households to which we have added some local council, crime victim, health usage information & national Experian market data. Harrow has been segmented into 8 groups of customer behaviours to assist and support service planning & location and targeted communication strategies.

Experian Customer Insight: 7,016 households are within 1,000 metres of North Harrow road junction, 83.8% of households are made up of 4 of the bespoke Harrow Customer Segments. *(The figure includes the above 2,106 households in the 500 metres area)*

North Harrow Segment C 33.3% Borough Segment C 17%	North Harrow Segment B 26.8% Borough Segment B 12%	North Harrow Segment F 13.14% Borough Segment F 24%	North Harrow Segment G 10.6% Borough Segment G 17%
Descriptions			
<p>Middle aged families in suburban neighbourhood</p> <ul style="list-style-type: none"> ● Middle aged families ● Semi-detached with mortgage ● School age children ● Good incomes ● Regular savings ● Intermediate/lower professionals ● Non-smokers, low alcohol intake ● Active lifestyles ● Low levels of crime ● Pays council tax via direct debit ● Relatively low users of public services 	<p>Financially secure older couples</p> <ul style="list-style-type: none"> ● Older married couples, some retired ● Grown up children, non-dependent ● Large detached or semis ● 2 car households ● Good salaries ● Directors and managers ● Good health ● Low crime, low fear of crime ● Pays council tax via direct debit 	<p>Suburban larger families on moderate income</p> <ul style="list-style-type: none"> ● Families with children ● Suburban, semis or terraces ● Asian background ● Middle income ● Multi-person households ● Period of unemployment ● Relative higher benefit take up ● Non smokers & non drinkers ● Pay by cash ● High fear of crime but relative low victims of crime rates 	<p>Ethnic minorities in urban areas</p> <ul style="list-style-type: none"> ● Urban areas ● Singles, co-habitees, lone parents ● Rented terraces or flats ● Periods of unemployment ● Diverse ethnicity ● Relative higher benefit take up ● Council tax summons & Parking Permits
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Appendix: Breakdown of Customer Segments

(Please note number of households as at 2008 so will exclude new developments in the area)

Customer Insight 500m radius		
Customer Code	Number of households 2008	%
A	58	2.75%
B	365	17.33%
C	629	29.87%
D	70	3.32%
E	38	1.80%
F	495	23.50%
G	439	20.85%
H	12	0.57%
Total	2,106	100.00%

Customer Insight 1000m radius		
Customer Code	Number of households 2008	%
A	200	2.85%
B	1879	26.78%
C	2334	33.27%
D	694	9.89%
E	230	3.28%
F	922	13.14%
G	744	10.60%
H	13	0.19%
Total	7,016	100.00%