

Pinner 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. Pinner District Centre – Introduction

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

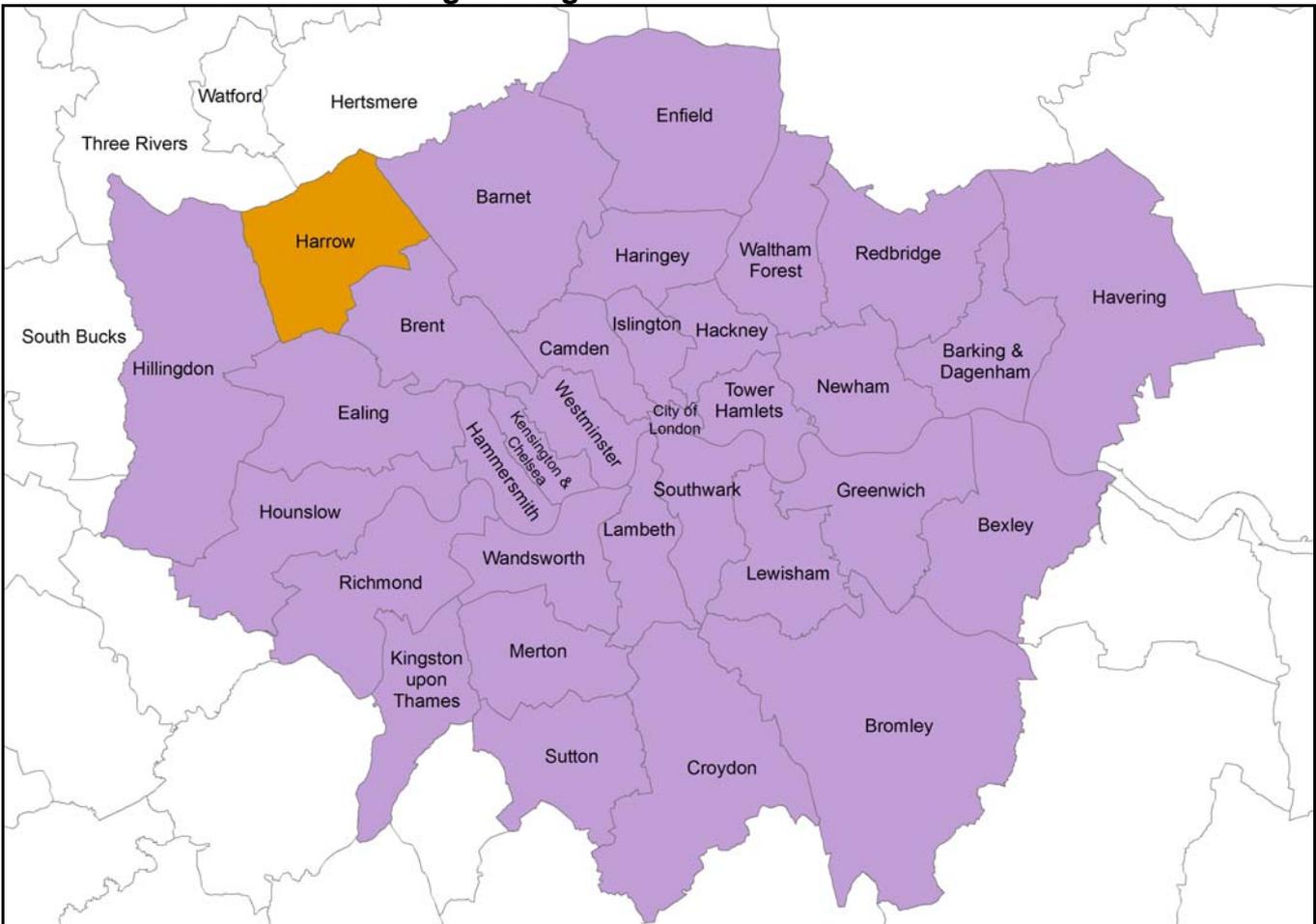
There is a good range of convenience traders serving convenience shopping needs within the centre, including a large Sainsbury's store, Marks & Spencer Simply Food and a Lidl. There is also a small number of independent newsagents and a butchers and delicatessen.

Pinner also has a good range of independent comparison shops serving higher order shopping needs in addition to a small amount of units serving every day shopping needs, including Boots. There is a large range of gift shops and fancy goods, in addition to a high proportion of charity shops.

Pinner Underground Station is located centrally within Pinner and is accessed off of Station Approach. Metropolitan line services run from the station.

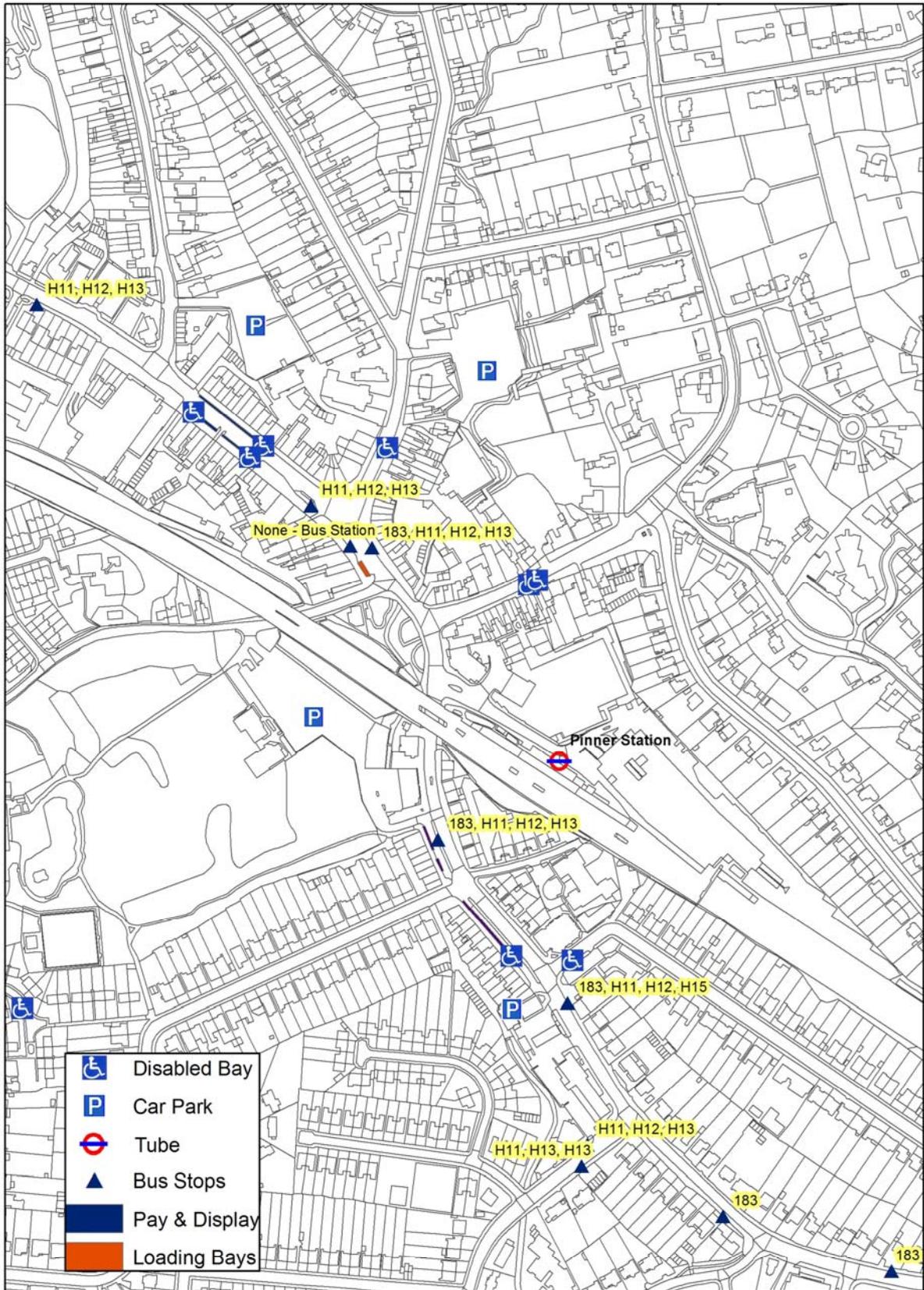
Unlike many other centres within the Borough, Pinner is not located on an A-Road, and as a result, traffic congestion is generally lower.

2. Harrow and Surrounding Boroughs



Map of Pinner showing Bus Stops, Parking & Loading Bays

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3. Retail Composition

Type of Business	No of Units	Type of Business	No of Units
Food etc		Charity Shop	7
Bakers	1	Electrical & Computing	2
Butcher	1	Hardware & Household	1
Cash and Carry	1	Telecoms	2
Grocers	1	Video hire	1
Supermarket	3	Clothes Shop	7
Sweets & sandwich	2	Book shop	1
Stationers	4	Newsagent	4
		Art Gallery	1
Health & Personal		Post office	1
Hair & Beauty	18		
Treatment & cosmetic	4	Professional & Property	
Dentist	1	Accountants	2
Opticians	5	Estate Agents	8
Chemist	4	Insurance	0
Health club	1	Solicitors	2
Jewelers	2	Banks & building societies	7
Flower	2	Restaurant/Take Aways/Pubs	
Pet shop	1	Take-away/Restaurant	21
		Public House	3
House		Bar & Café	4
Bathrooms etc	3		
Carpets	1	Services	
Furniture	3	Dry Cleaners & Launderette	5
Kitchen Design	1	Shoe shop/Repair	2
		Police Station (safer neighbourhood office)	
Miscellaneous & Specialist		Funeral directors	3
Betting Shop	1		
Cards & Gifts	3	Vacant	5
Car sales & accessories	1		
Security	1		

Source: Harrow Council Monitoring

4. Available Property

Rents for a standard retail unit in Pinner are between **£10,000 to £20,000 per annum**, depending on exact location. This equates to **£19 to £25 per square foot**.

Available Property

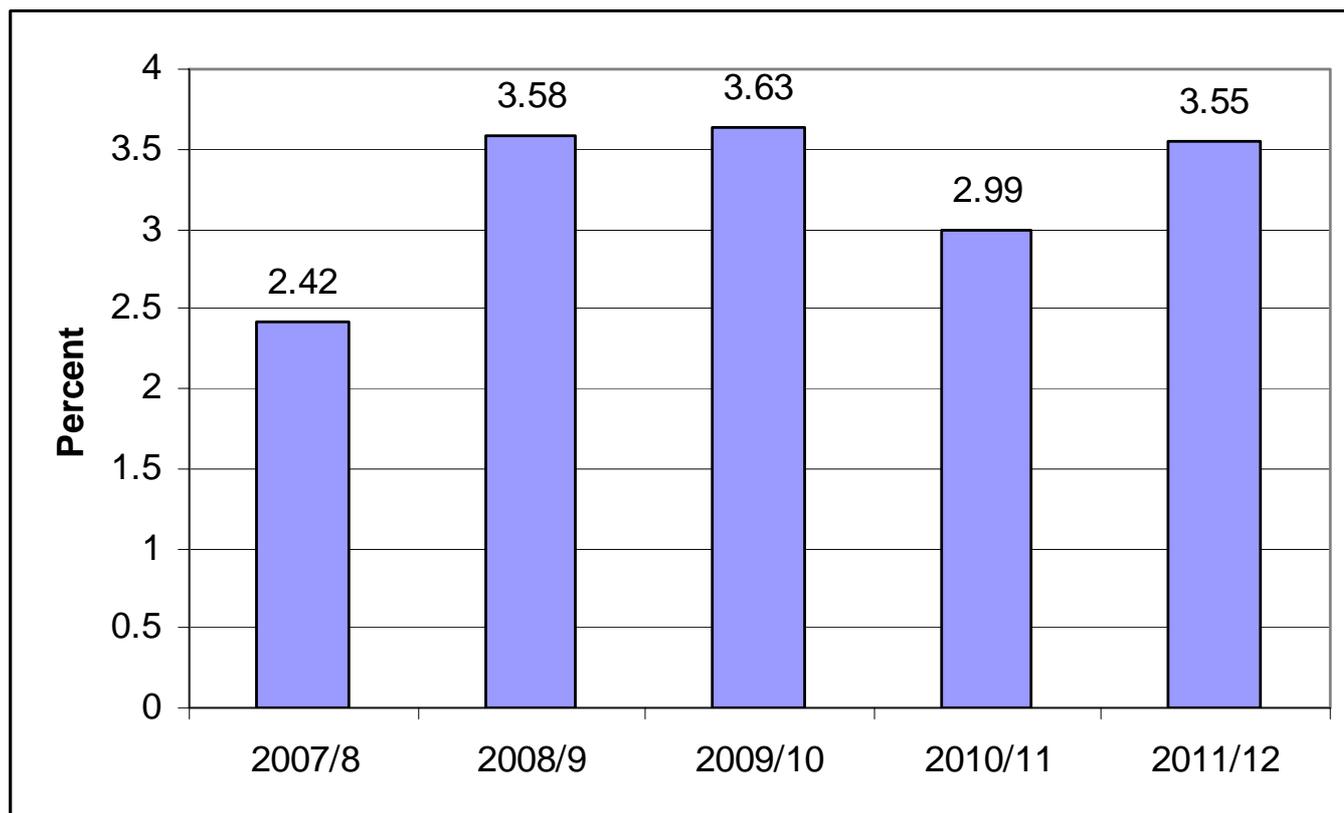
Address	Description	Rent	Contact
93 Bridge Street Pinner HA5 3HZ	Lock up shop, main road location. Few minutes walk from Pinner Met. 601 sq. ft.	£15,000 p.a. 5 year full repairing and insuring lease.	VDBM Chartered Surveyors
5 High Street Pinner HA5 5PJ	Positioned in high street, prime location. 523 sq. ft.	£10,000 p.a. Full repairing and insuring lease for term by arrangement.	VDBM Chartered Surveyors
53 Bridge street Pinner HA5 3HR	Prime location, great parking facilities, Pinner Metropolitan line few minutes walk. 675 sq. ft.	£18,500 p.a. Held on a full repairing and insuring lease until 24 th March 2025.	VDBM Chartered Surveyors

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	
Chamberlain Commercial Evans House, 107 Marsh Rd, Pinner, Middlesex, HA5 5PA	Tel: 020 8429 6899	http://www.chamberlaincommercial.com/ info@chamberlaincommercial.com

Vacancy Rate – Proportion of Vacant Frontage (2007 to 2012)



Source: Harrow Council

5. 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.

6. Planning

Primary frontages	Secondary frontages
2-52 High Street 1-39 High Street Barbers Walk Bishops Walk 2-12 Bridge Street 18-34 Bridge Street 9-67 Bridge Street 1-9 Red Lion Parade 1-19 Love Lane 2-4 Love Lane	6-12 Love Lane 1-2 Chapel Lane 36-60 Bridge Street 9-95 Bridge Street 100-120 Marsh Road 185-211 Marsh Road 1-5 Station Approach

The Council's Planning Policy tries to maintain a level of retail uses in town centres.

In the designated Primary Frontages (see table above), the following policy (Policy EM17) applies:

IN THE PRIMARY SHOPPING FRONTAGE OF HARROW METROPOLITAN CENTRE AND OF THE DISTRICT CENTRES, THE CHANGE OF USE OF SHOPS (CLASS A1) TO (PROFESSIONAL AND FINANCIAL SERVICES) (CLASS A2) OR (FOOD AND DRINK) (CLASS A3) WILL NORMALLY BE PERMITTED PROVIDED THAT:-

- A) THE PROPOSED USE PROVIDES A SERVICE THAT IS DIRECTLY RELATED TO A SHOPPING TRIP AND SUPPORTS THE RETAIL FUNCTION OF THE CENTRE;**
- B) THE LENGTH OF THE PRIMARY FRONTAGE IN NON-RETAIL USE AT STREET LEVEL IN THE CENTRE (INCLUDING ANY OUTSTANDING PERMISSIONS) WOULD NOT EXCEED 15% OF THE TOTAL IN HARROW METROPOLITAN CENTRE AND 25% OF THE TOTAL IN THE DISTRICT CENTRES;**
- C) A HARMFUL CONCENTRATION OF NON-RETAIL USES IS NOT CREATED OR ADDED TO;**
- D) THE PREMISES CAN BE ADEQUATELY SERVICED WITHOUT CAUSING HARM TO HIGHWAY SAFETY AND CONVENIENCE; AND**
- E) A WINDOW DISPLAY OR OTHER FRONTAGE APPROPRIATE TO THE SHOPPING AREA IS MAINTAINED.**

NON CLASS A USES WILL NOT BE PERMITTED IN PRIMARY FRONTAGES.

In designated Secondary Frontages (see table above), the following policy (Policy EM17) applies:

IN THE SECONDARY SHOPPING FRONTAGES OF HARROW METROPOLITAN CENTRE AND OF THE DISTRICT CENTRES, THE CHANGE OF USE OF RETAIL SHOPS (CLASS A1) TO NON-RETAIL USES WILL NORMALLY BE PERMITTED PROVIDED THAT:-

- A) THE USE IS APPROPRIATE TO A TOWN CENTRE;**
- B) THE USE IS PRIMARILY FOR VISITING MEMBERS OF THE PUBLIC;**
- C) THE USE REQUIRES AN ACCESSIBLE LOCATION;**
- D) THE LENGTH OF THE SECONDARY FRONTAGE IN NON-RETAIL USE AT STREET LEVEL IN THE CENTRE (INCLUDING ANY OUTSTANDING PERMISSIONS) WOULD NOT EXCEED 50% OF THE TOTAL;**
- E) THE PREMISES CAN BE ADEQUATELY SERVICED WITHOUT CAUSING HARM TO HIGHWAY SAFETY AND CONVENIENCE;**
- F) A WINDOW DISPLAY OR OTHER FRONTAGE APPROPRIATE TO THE SHOPPING AREA IS MAINTAINED; AND**
- G) A HARMFUL CONCENTRATION OF NON-RETAIL USES IS NOT CREATED OR ADDED TO.**

IN INSTANCES WHERE THE LONG TERM VACANCY RATE OF THE SECONDARY FRONTAGE OF THE CENTRE EXCEEDS 10%, THE COUNCIL WILL NORMALLY ALLOW ANY TOWN CENTRE USE, SUBJECT TO CRITERIA D) - G) ABOVE.

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.

7. Population and Catchment Area

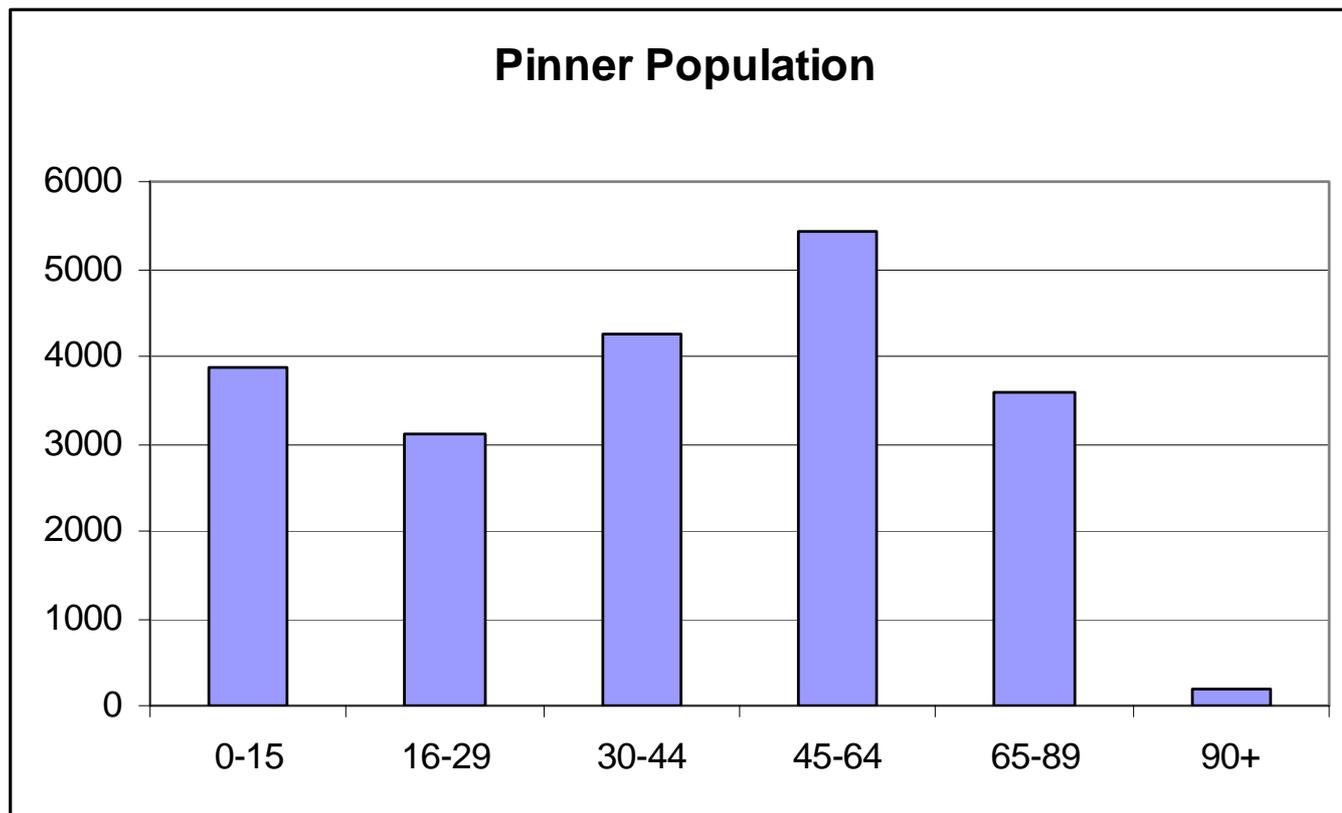
Within 0.5 kilometre of the centre of Pinner, there is a population of around 3,170 people. This increases to 12,720 within a 1 kilometre radius. A total of almost 21000 people live in the 3 wards around Pinner.

Within 500 metres of Pinner, 68% are classified as within Harrow Segments A and D. Within 1 kilometre, almost 68% of households are made of Harrow Segments A, B and D. (see **Appendix A** for explanation of Harrow segments and further information).

Population by Age in Pinner Area (Pinner and Pinner South wards)

Age Group	Population
0-15	3879
16-29	3105
30-44	4248
45- 64	5436
65-89	3594
90+	175

Source: Office for National Statistics – Census 2011© Crown Copyright 2011

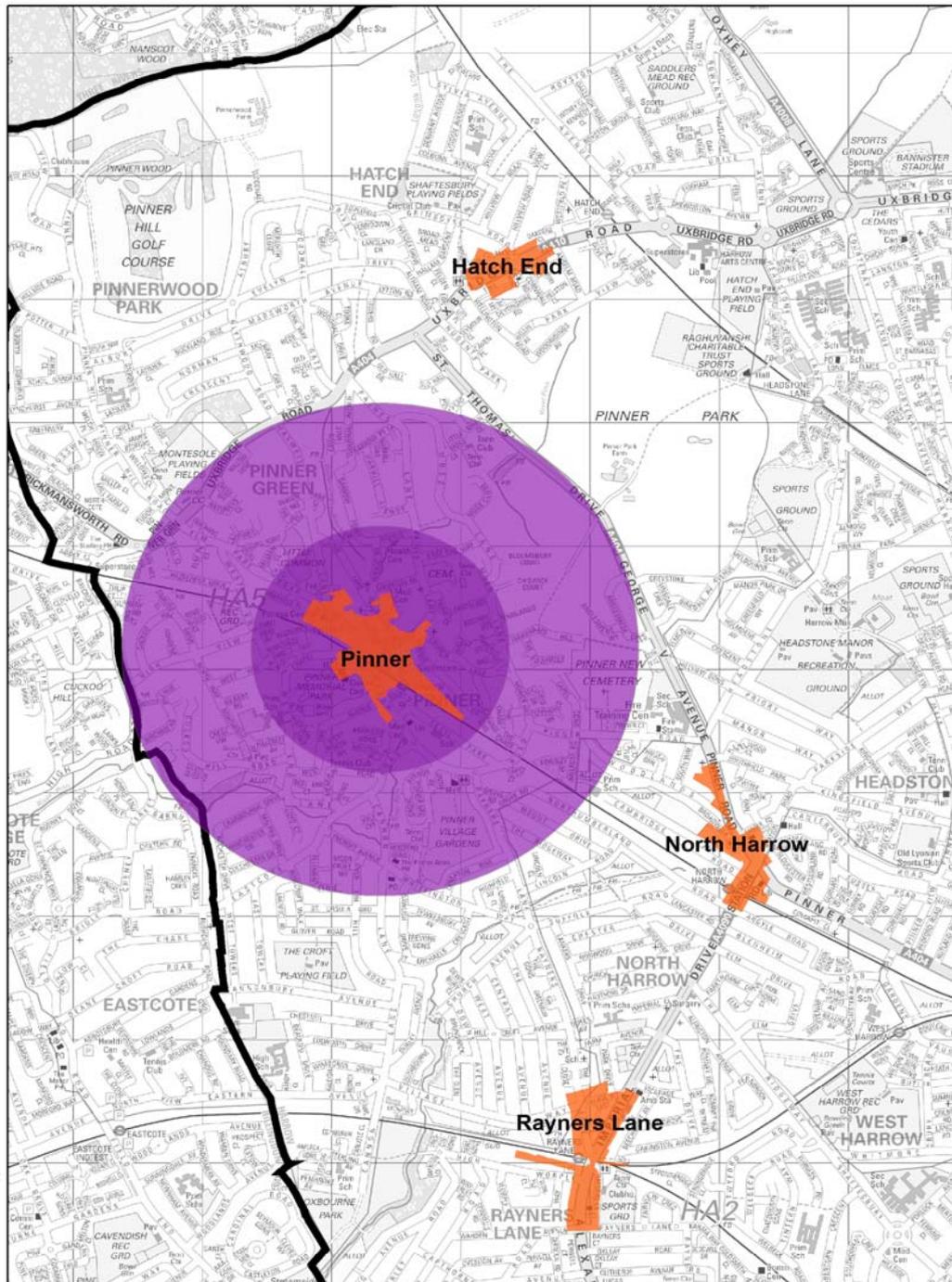


Map of Pinner with Nearest Other District Centres

Closest Centres	Distance km (Miles)
Hatch End	1.6 km (1.0 miles)
North Harrow	1.6 km (1.0 miles)
Rayners Lane	2.1 km (1.3 miles)
Harrow	3.4 km (2.1 miles)

Source: Harrow Council

Map Showing 0.5km and 1km Distances from Pinner



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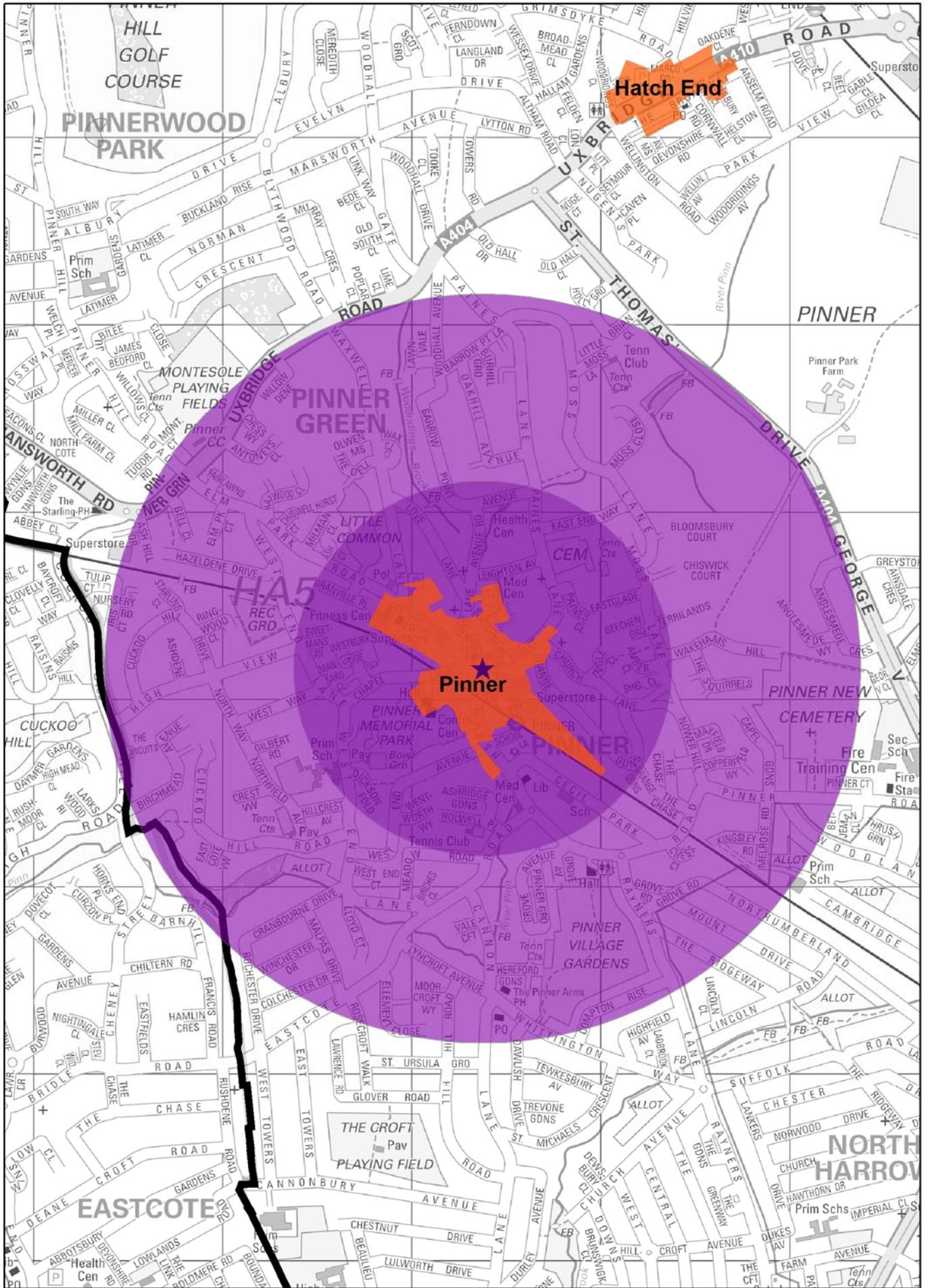
Legend

- Town Centres
- Borough boundary



Map Showing 0.5km and 1km Distances from Pinner

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Legend

- Town Centres
- Borough boundary



8. Transport & Access

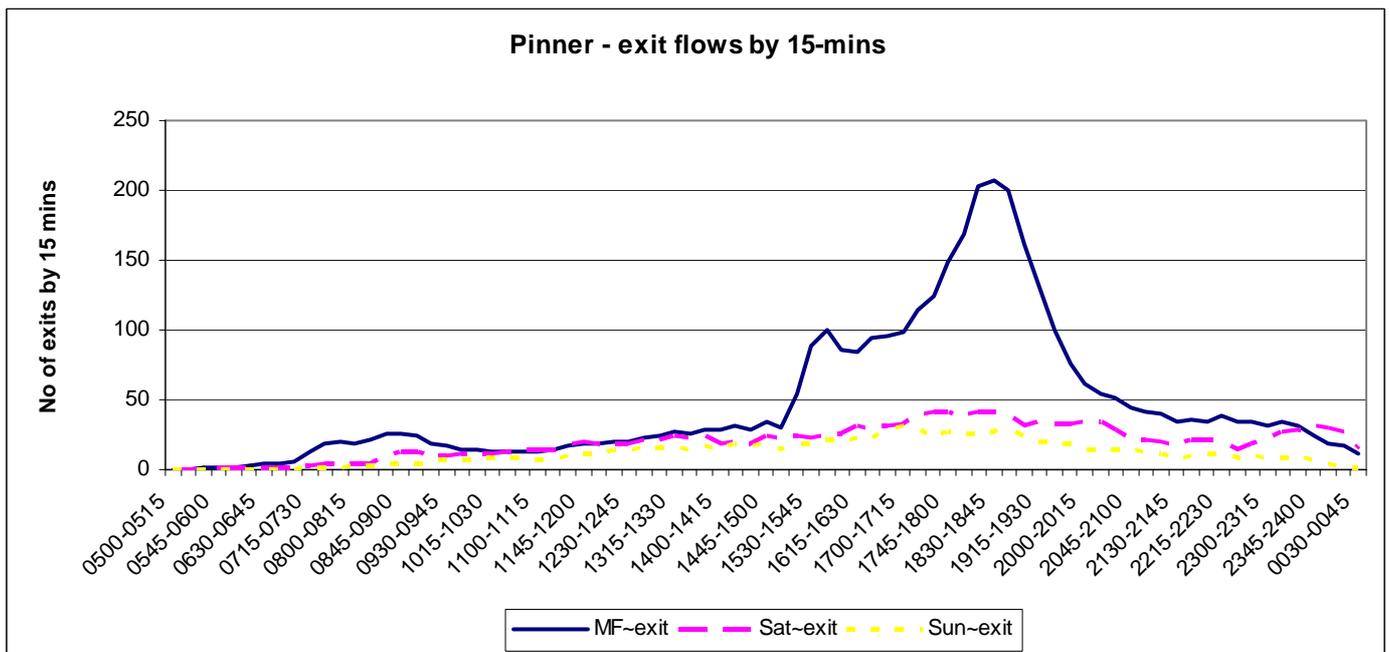
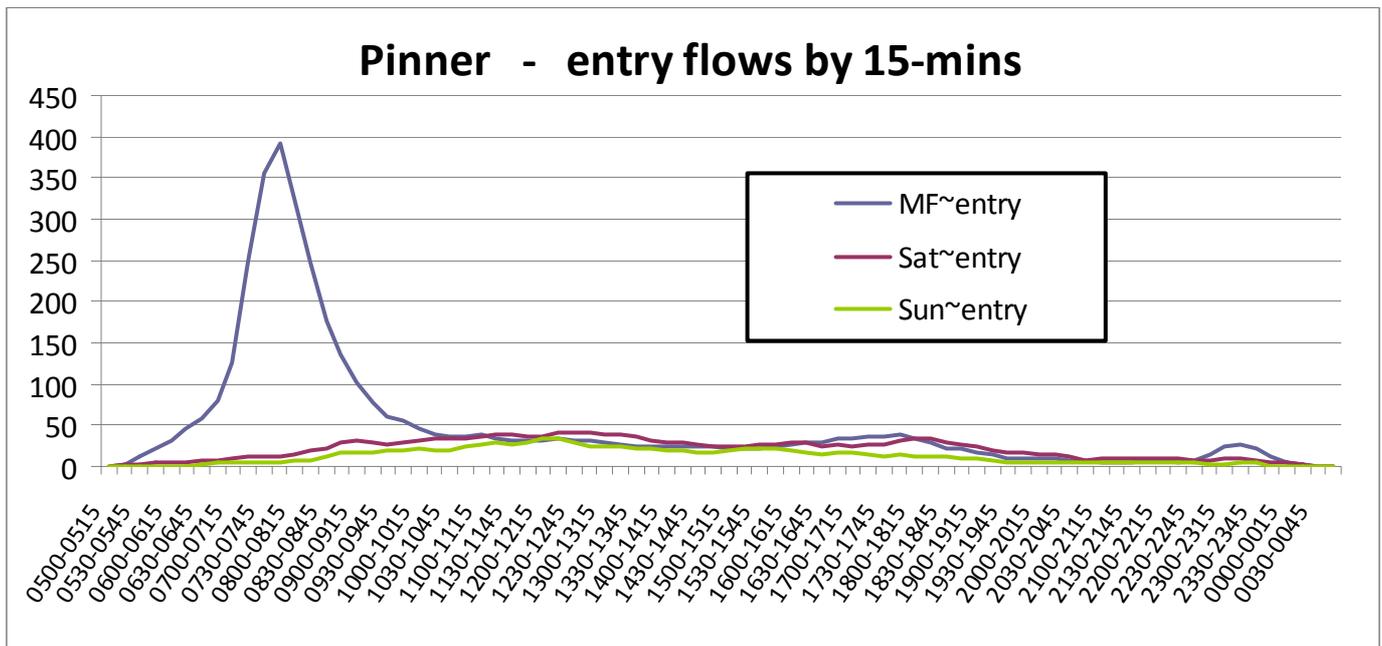
Pinner Tube Station: Pedestrian Entries and Exits

Around a total of **3800** people enter the tube station on a weekday.
 Around a total of **3700** people exit the tube station on a weekday.

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

- **entering** Pinner Tube station is between **7.30 and 8.00 am**
- **exiting** Pinner Tube station is between **6.15 and 7.00 pm**

Source: Transport for London



Bus Routes

4 bus routes serve Pinner District Centre.

183 - Golders Green via Harrow

H11- Harrow Bus station

H12- South Harrow via Rayners Lane

H13- Ruislip

Car Parking

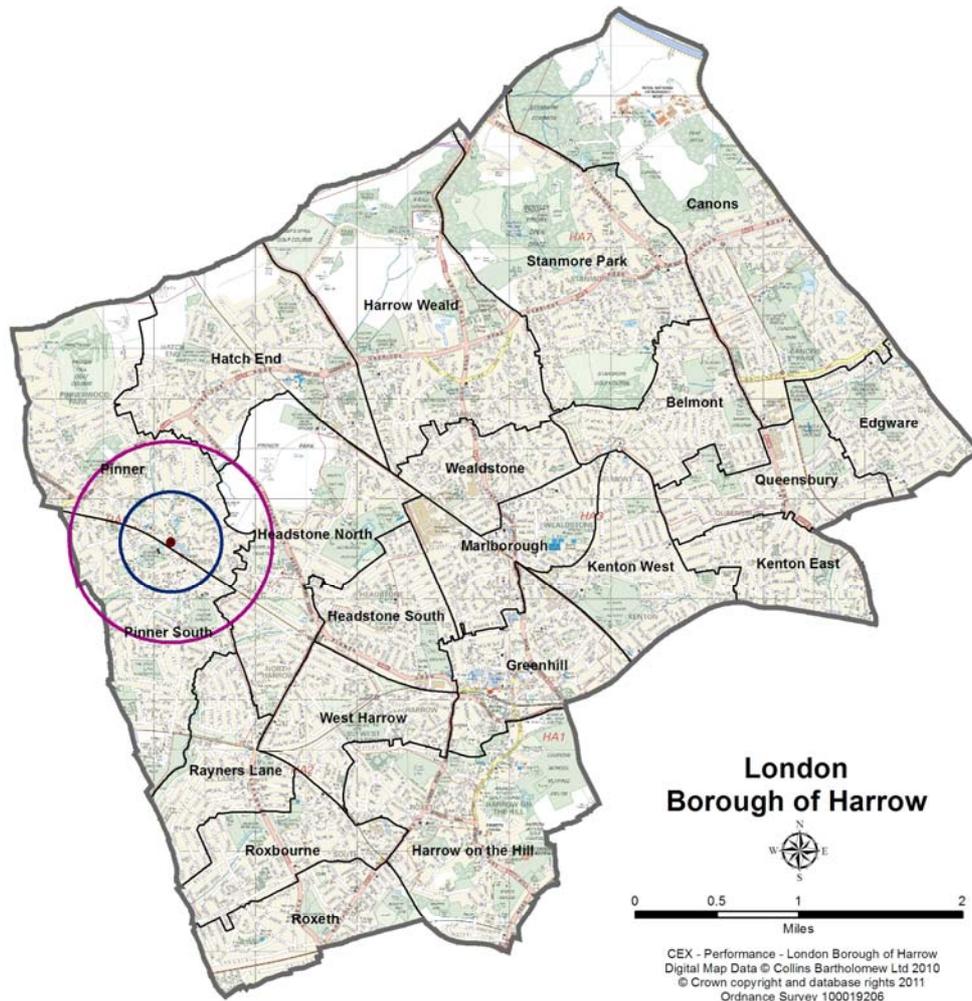
Pay & Display	Tariffs per Day	Days & Times
40 Bridge street 63 Bridge Street	50p per 30 mins max 2 hrs	Mon – Sat 8.00am - 6.30pm
Marsh road Service road	50P per 30 mins max 2 Hrs	Mon – Sat 8.00am - 6.30pm
Waxwell Lane car park	70p per hour	Mon – Sat 8.00am - 6.30pm
Love Lane car park	70p per hour £10.20 over 6 hrs.	Mon – Sat 8.00am - 6.30pm

Source: Harrow Council

9. Appendix A Customer Insight

Borough of Harrow Pinner Customer Insight January 2011

500m and 1000m Buffering around High street & Marsh Road



Produced by:

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

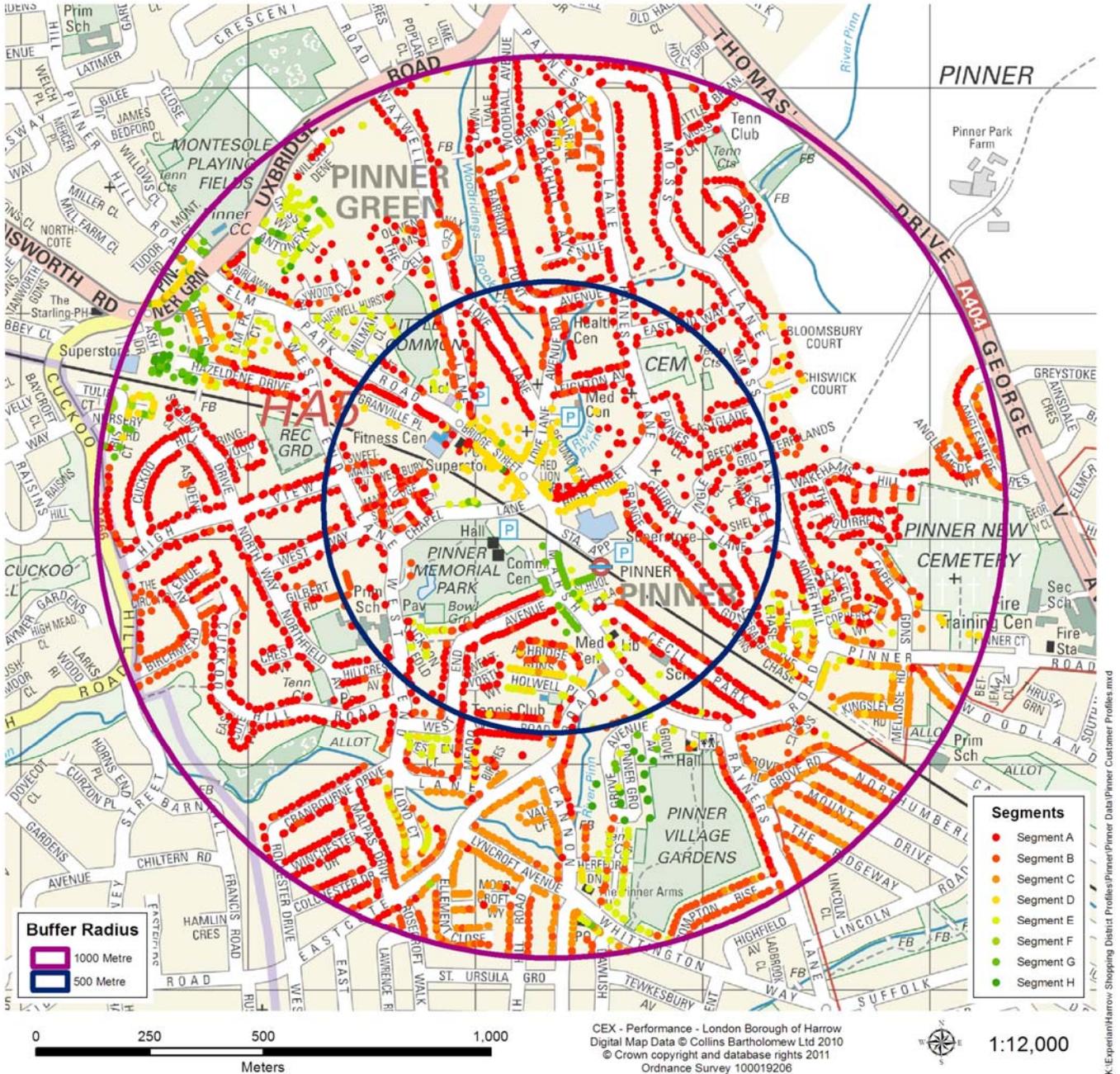


Customer Segments within 500m and 1000m Radius of High Street & Marsh Road

Pinner

Customer Profiles around High Street and Marsh Road

Source: Harrow Council: Experian, Customer Insight 2008

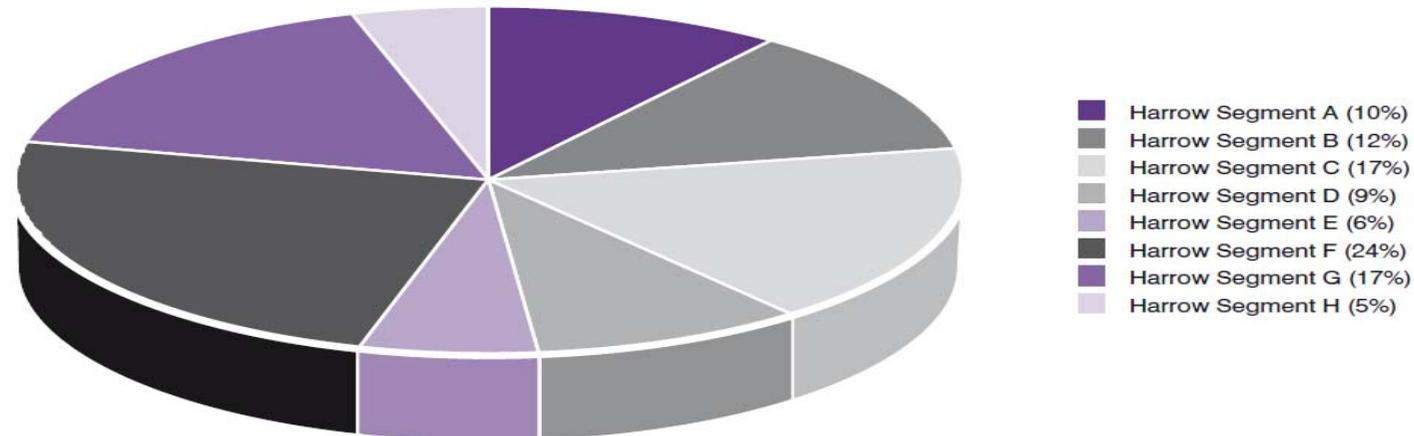


Harrow Customer Insight – Experian Customer Segments

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.

Harrow's households by Segment, 2008

Source: Experian



- The map of the area shows that Segment A makes up just under half of the households in the 500m area and over a third of households in the 1,000m area.
- 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 © Experian Ltd

Experian Customer Insight²: 1,456 households are within 500 metres of Pinner crossroads, 68% of households are made up of 2 of the bespoke Harrow Customer Segments.

Pinner Segment A 45% Borough Segment A 10%%	Pinner Segment D 23% Borough Segment D 9%
<p>Extremely wealthy professionals</p> <ul style="list-style-type: none"> • Late/middle aged, married couples • Some born outside UK • Teenage children • Expensive, detached houses • Luxury cars • Very high incomes, investments • Top professions, senior managers • Well educated 	<p>Ambitious young professionals on high salaries</p> <ul style="list-style-type: none"> • Young singles & co-habitees • City living, private rented flats • Degree level education • High levels of income • Professional occupations • High levels of drinking & smoking
<ul style="list-style-type: none"> ▪ Regular users of the internet for services and banking ▪ Receptive to accessing services and information over the telephone ▪ Segment A is happy to access services via the post ▪ Tend to be unreceptive to gaining information face to face and text messaging 	<ul style="list-style-type: none"> ▪ Likes to use internet for services and banking ▪ Receptive to using services and information over the telephone. This Segment is likely to respond to text messages. ▪ Segment Ds use direct mail to access services. ▪ Tend to be unreceptive to gaining information face to face

² Harrow Experian Customer Insight Segments © 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 Insight³: 5,266 households are within 1,000 metres of Pinner road junction, 68% of households are made up of 3 of the bespoke Harrow Customer Segments.

Pinner Segment A 37% Borough Segment A 10%	Pinner Segment B 18 % Borough Segment B 12%	Pinner Segment D 13% Borough Segment 9%
<p>Extremely wealthy professionals</p> <ul style="list-style-type: none"> • Late/middle aged, married couples • Some born outside UK • Teenage children • Expensive, detached houses • Luxury cars • Very high incomes, investments • Top professions, senior managers • Well educated • Good diet 	<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 • 	<p>Ambitious young professionals on high salaries</p> <ul style="list-style-type: none"> • Young singles & co-habitees • City living, private rented flats • Degree level education • High levels of income • Professional occupations • High levels of drinking & smoking
<ul style="list-style-type: none"> ▪ Regular users of the internet for services and banking ▪ Receptive to accessing services and information over the telephone ▪ Segment A is happy to access services via the post ▪ Tend to be unreceptive to gaining information face to face and text messaging 	<ul style="list-style-type: none"> ▪ High propensity to use internet for services ▪ Receptive to accessing information and services over the telephone ▪ Tend to be unreceptive to gaining information face to face ▪ Tend not to use local newspapers for information 	<ul style="list-style-type: none"> ▪ Likes to use internet for services and banking ▪ Receptive to using services and information over the telephone. This Segment are likely to respond to text messages. ▪ Segment Ds use direct mail to access services. ▪ Tend to be unreceptive to gaining information face to face

³ 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.