

Rayners Lane District Centre



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Disclaimer

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1. Rayners Lane Shopping Centre – Introduction

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

The District Centre is focussed around the Rayners Lane tube station (Metropolitan Line) and Imperial Drive to the North and Alexandra Avenue to the south.

Rayners Lane District Centre is split between 2 wards - Rayners Lane and West Harrow.

2. Harrow and Surrounding Boroughs

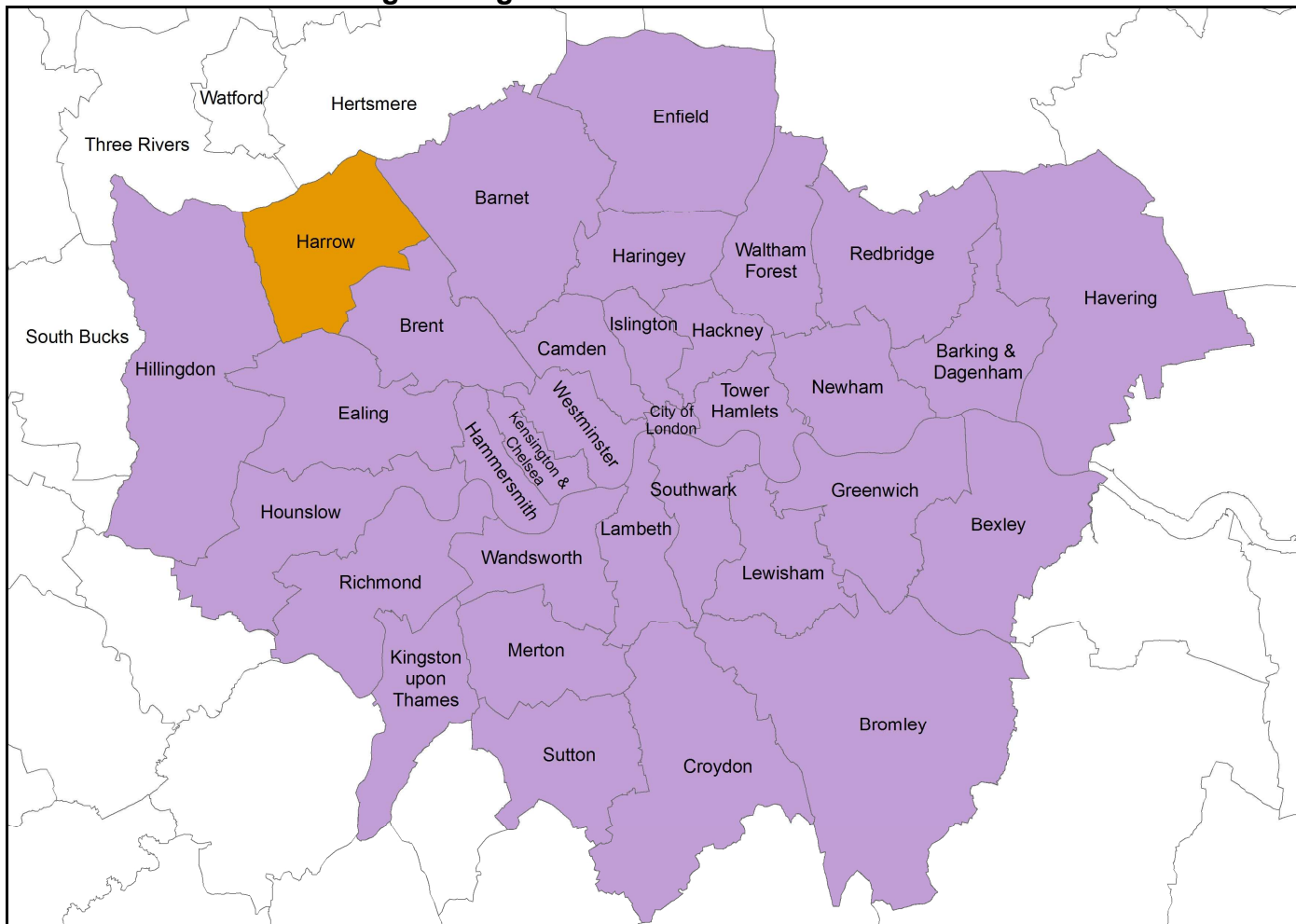
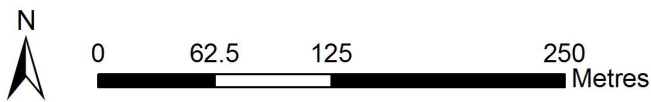
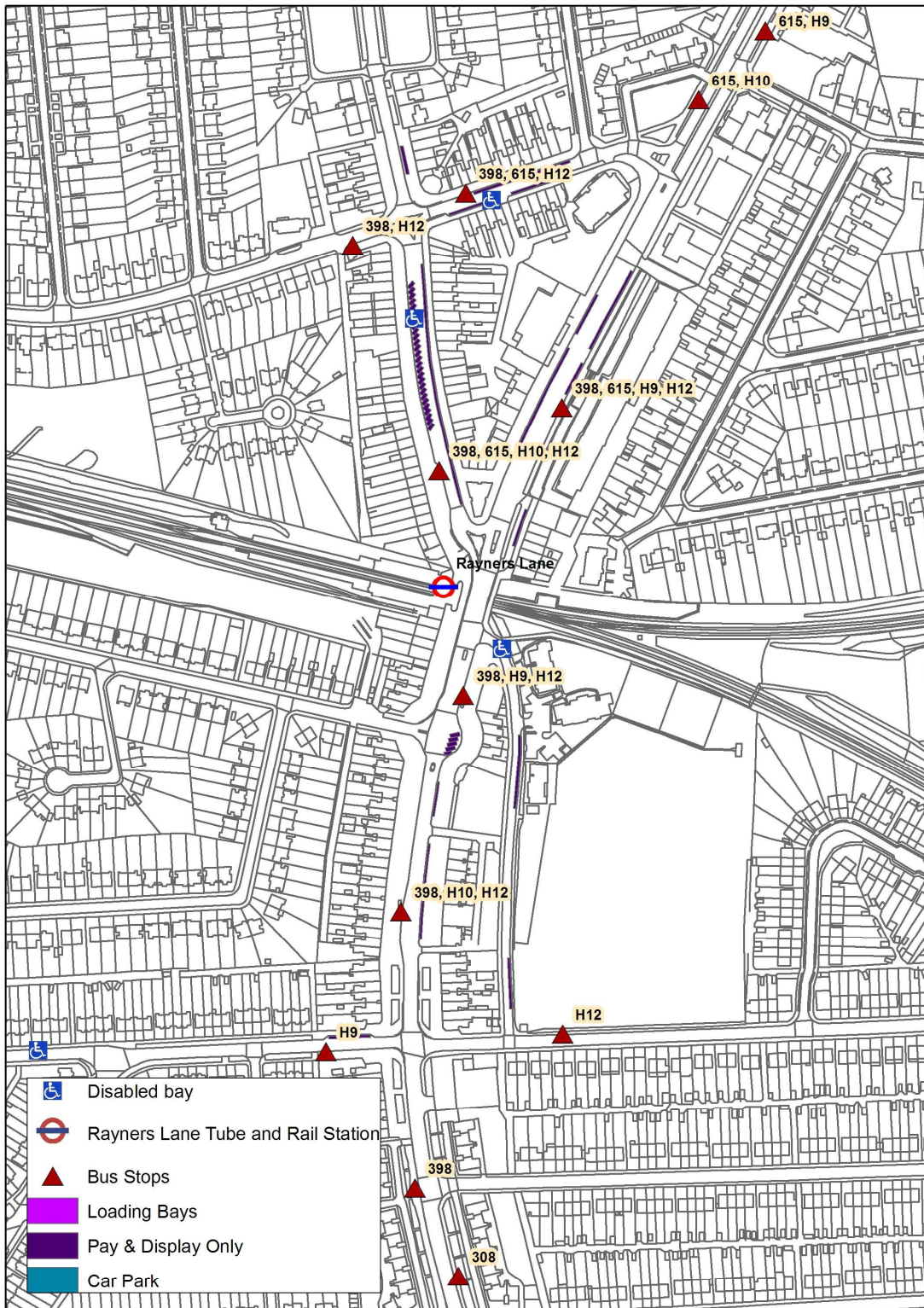


Figure 1: Map of Rayners Lane showing Bus Stops, Parking and Loading Bays

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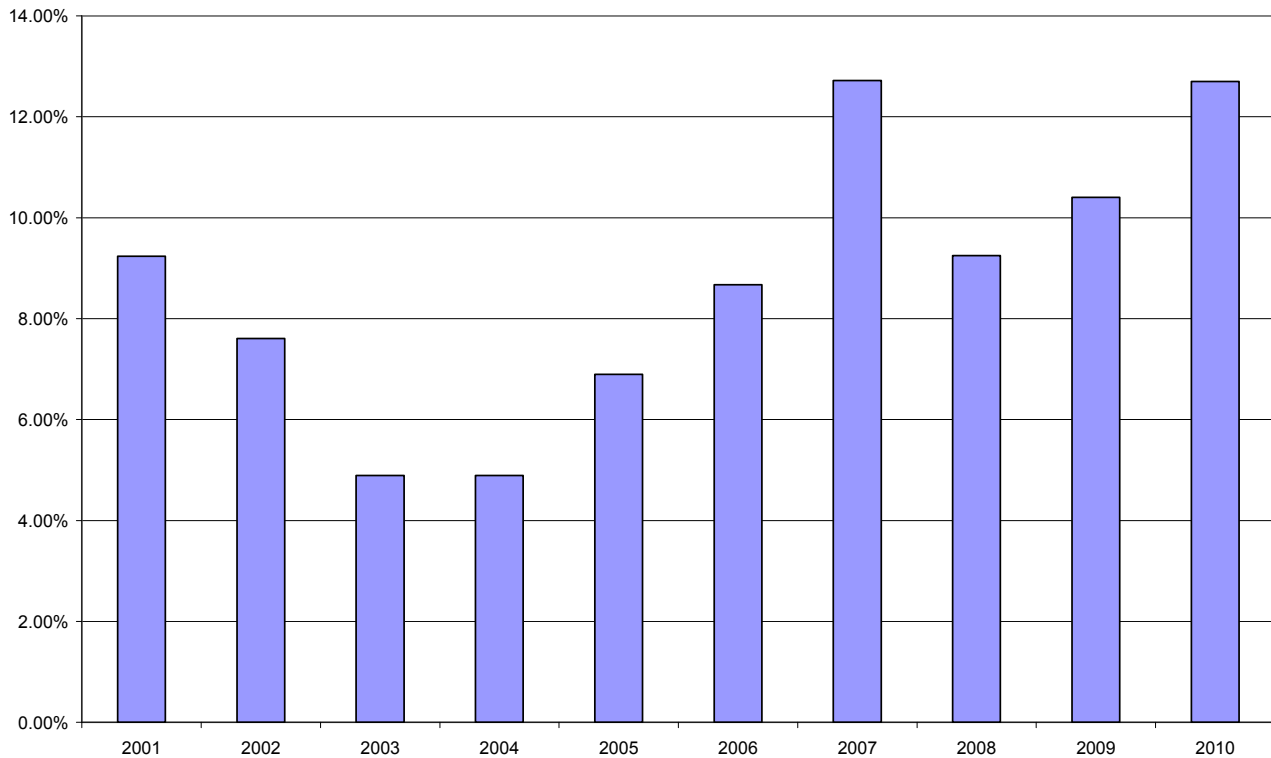


3. Retail Composition

Type of Business	No of Units
Comparison	
Clothes Shops	4
Sports Goods	1
Electrical, Photography, Computing	
Electrical & Computing	4
Mobile Phone	1
Hi fi/Music	1
Photo shop	1
Internet Café	1
Food etc	
Bakers	1
Butcher	2
Cash and Carry	2
Delicatessen	1
Grocers	7
Off licence	4
Supermarket	2
Sweets & Cakes	2
Health & Personal	
Hair & Beauty	11
Dentist	1
Opticians	2
Jewelers	1
Chemist	3
Tattooist	1
Chinese Medicine	1
House	
Bathrooms etc	2
Carpets	1
Florist	1
Furniture	1
Hardware & Household	3
Kitchen Design	1
Plumbers & Builders Merchants	2
Miscellaneous & Specialist	
Betting Shop	2
Bicycle Shop	1
Car Sales	1
Charity Shop	2
Model Shop	1

Type of Business	No of Units
Print & Design	5
Stamp Shop	1
Newsagent	4
Post office	1
Financial, Professional & Property	
Banks & Building societies	2
Estate Agents	8
Money Lending inc gold sales	1
Solicitors	6
Restaurant/Take Aways/Pubs	
Take-away/Restaurant	28
Public House	2
Café	2
Services	
Driving school	1
Dry Cleaners	3
Funeral Directors	1
Launderette	1
Mini Cabs	2
Shoe Repair	1
Travel Agents	3
Community	
Nursery	1
Library	1
Place of Worship	1

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



4. Available Property

Rents for a standard retail unit in Rayners Lane are around **£16,000 per annum** depending on exact location. This equates to **£22-£26 per square foot**.

Local Estate Agents

Company and Address	Telephone	Email and/or web site
Andrew Pearce 55 Bridge Street Pinner Middlesex HA5 3JR	Tel: 020 8868 2424	www.andrew-pearce.co.uk
Ashton Fox 185c Kenton Road Harrow Middlesex HA3 0EY	020 8909 9292	www.ashtonfox.co.uk
Chamberlain Commercial Evans House, 107 Marsh Rd, Pinner, Middlesex, HA5 5PA	Tel: 020 8429 6899	www.chamberlaincommercial.com info@chamberlaincommercial.com
David Charles 29 High Street Pinner HA5 5PJ	Tel: 020 8866 0001 Fax: 020 8868 2600	propertyconsultants@davidcharles.co.uk www.davidcharles.co.uk

David Wilson 29-31 High Street, Harrow-on-the-Hill, HA1 3HT	Tel: 020 8423 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
P K Properties 451 Alexandra Ave Harrow HA2 9SE	Tel: 020 8429 4249	www.pkproperties.co.uk
VDBM 30A Green Lane Northwood Middlesex HA6 2QB	Tel: 01923 845222 Fax: 01923 832142	property@vdbm.co.uk www.vdbm.co.uk

5. Business Rates

If you wish to know that business rates are liable on a property you can either:

- Visit Valuation Office agency web site (www.voa.gov.uk) or telephone the VOA on 020 8276 2800
- Contact the Council's Business Rates department on 020 8901 2610
- Visit the Council's Business Rates section on the Council web site:
www.harrow.gov.uk/businessrates

6. Planning

Primary frontages
411-475 Alexandra Avenue 297-357 Rayners Lane 320-376 Rayners Lane
Secondary frontages
399-409 Alexandra Avenue 420-472 Alexandra Avenue 378-426 Rayners Lane 377-433 Rayners Lane 2-26 Village Way East 1-21 Village Way East

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. Local Population and Catchment Area Information

Within 0.5 kilometre of the centre of Rayners Lane, there is a population of around 5000 people. This increases to 18,500 within a 1 kilometre radius.

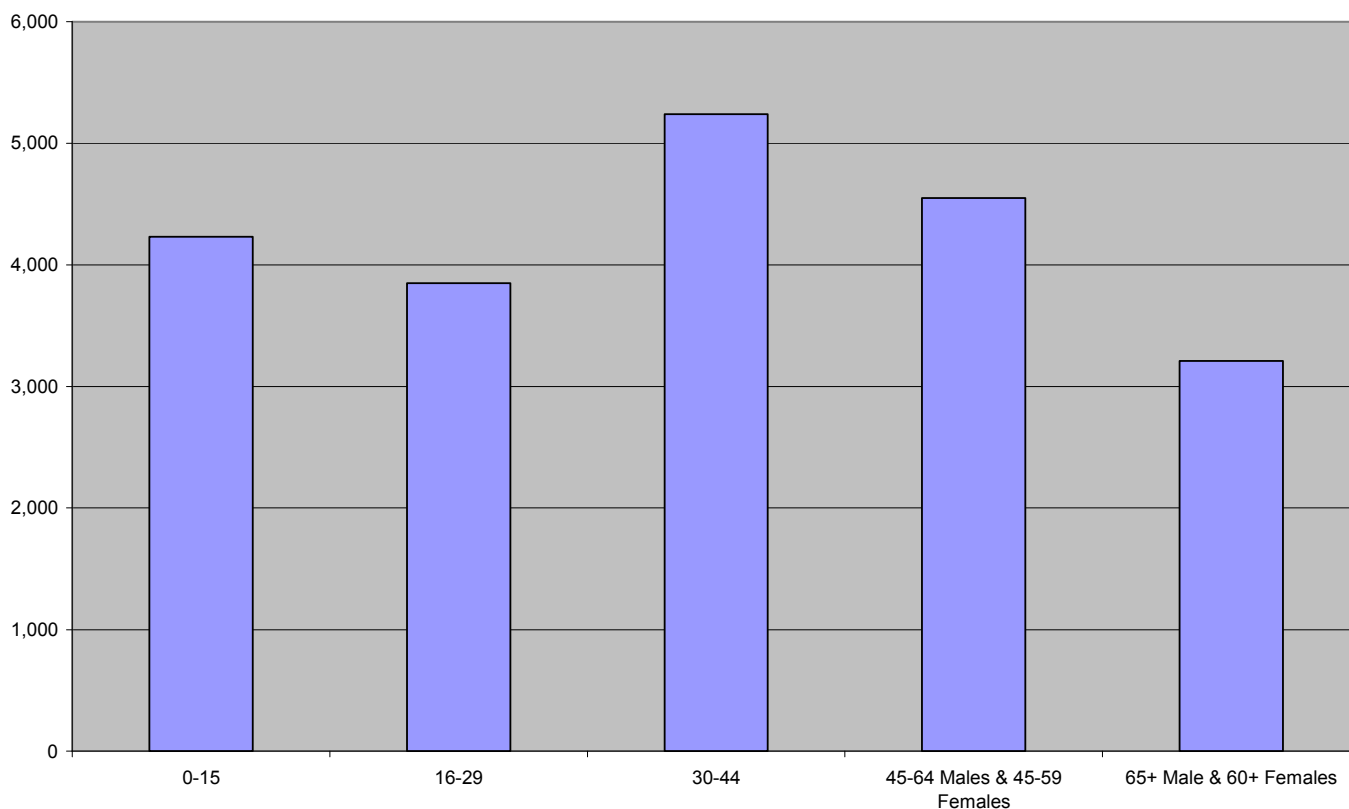
Within 500 metres of Rayners Lane, 28% of households are classified as within Harrow Segment G while a further total of 42% are classified as either Segment F or B. Within 1 kilometre, almost 27% of households are within Segment C while a further 45% are made up of Segments B and F. (see **Appendix A** for explanation of Harrow segments and further information).

Population by Age in Rayners Lane Area (Rayners Lane and West Harrow Wards)

Age Group	Population
0-15	4,230
16-29	3,850
30-44	5,240
45-64 Males & 45-59 Females	4,550
65+ Male & 60+ Females	3,210
Total	21,080

- Mid-2009 Population Estimates (Harrow Analysis) © Crown Copyright 2010

Totals have been rounded to nearest 10



Map of Rayners Lane with Nearest Other District Centres



Closest Centres	Distance km (Miles)
North Harrow	1.3 km (0.8 miles)
South Harrow	1.8 km (1.1 miles)
Pinner	2.1 km (1.3 miles)

Map Showing 0.5Km and 1Km Distances from Rayners Lane Town Centre

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Legend

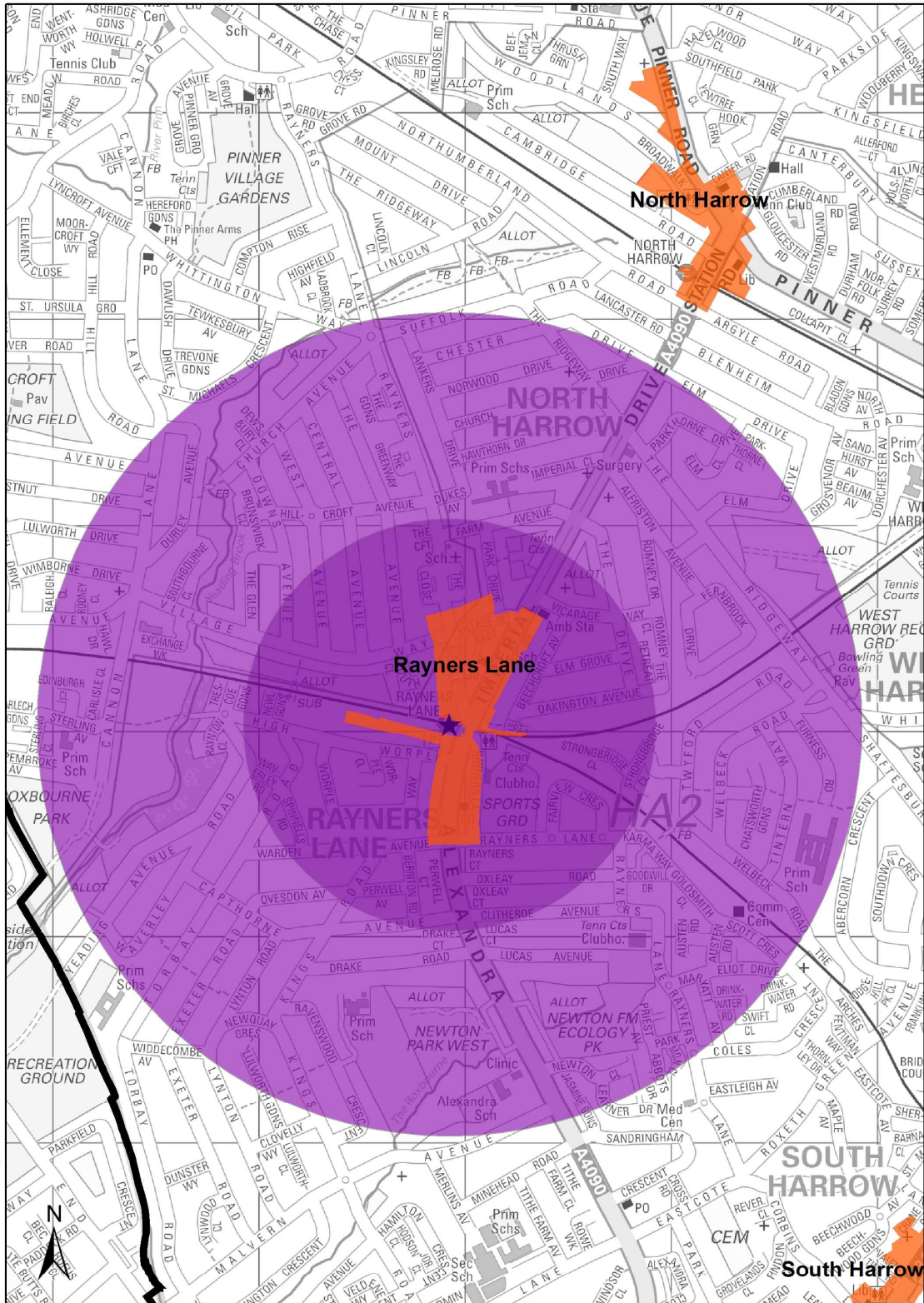
-  Borough boundary
-  Town Centres

0 0.25 0.5 1 Kilometres





Map Showing 0.5Km and 1Km Distances from Rayners Lane Town Centre

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Legend

-  Borough boundary
-  Town Centres

0 0.15 0.3 0.6
Kilometres



8. Public Transport Usage

Rayners Lane Underground Station: Pedestrian Entries and Exits – Weekday, Saturday and Sundays

Around a total of 6400 people enter the tube station on a weekday.
Around a total of 6300 people exit the tube station on a weekday.

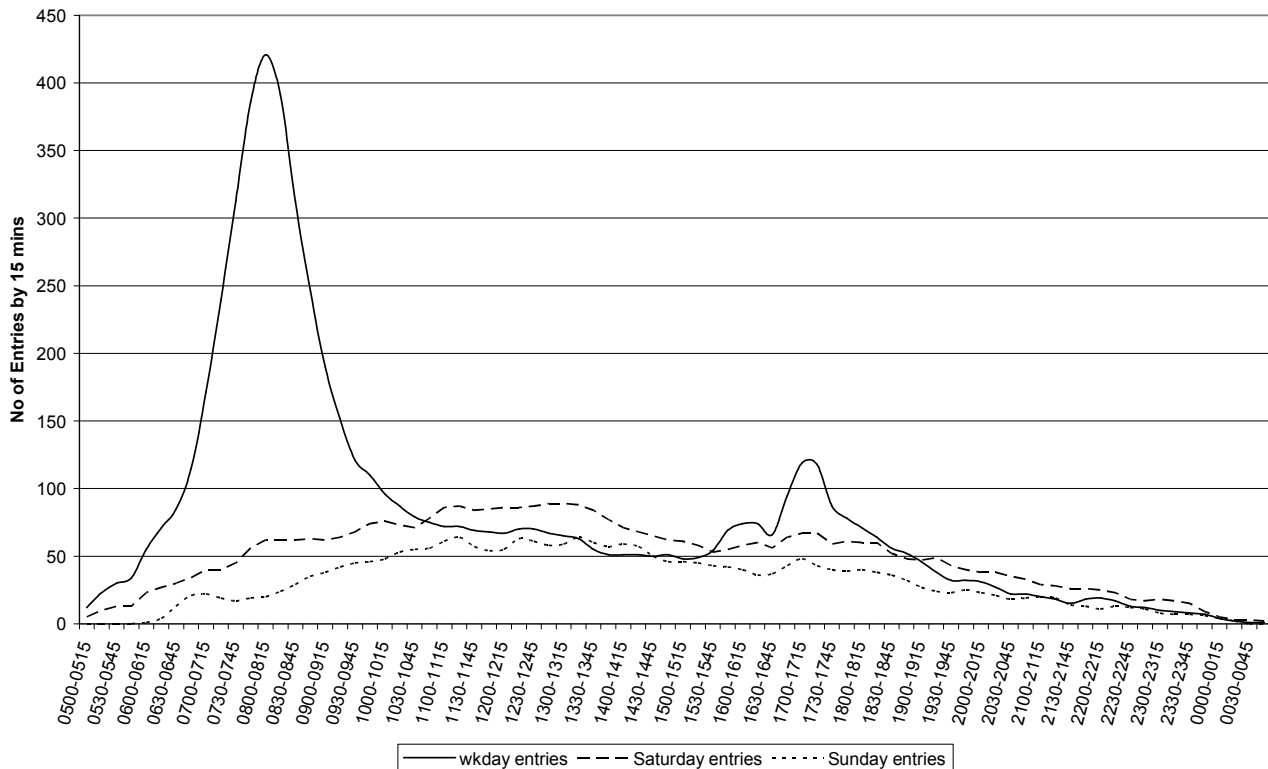
During the week, the **peak time** for people

- **entering** Rayners Lane Tube station is between 8.00 **and** 8.15 am.
- **exiting** Rayners Lane Tube station is between 6.30 **and** 6.45 pm.

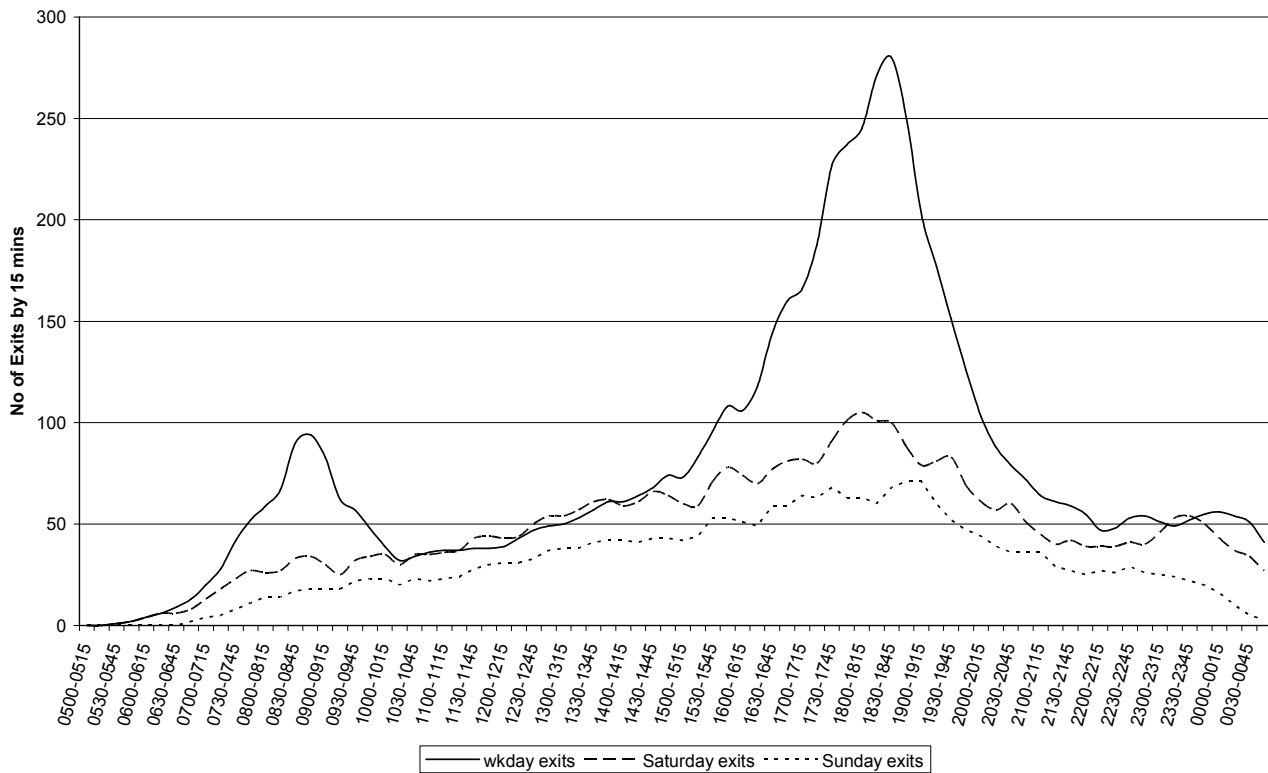
Between 2001 and 2010 the average number of people entering the tube station per day has grown from 3500 to 5000 - an increase of 43%.

Source: TfL Harrow Council analysis

GRAPH OF ENTRIES



GRAPH OF EXITS



Bus Routes

3 bus routes serve Rayners Lane District Centre.

H12: From Stanmore Station To South Harrow Bus Station

398: From Ruislip Station to Hemery Road

H9: From Harrow Bus Station to Harrow Bus Station

9. Car Parking

Please see figure 1 on page 4 for more information.

Pay & Display	Tariffs per Day	Days & Times
230 Imperial Drive Outside Library	40p Per 20 Mins £10 Over 6 Hrs	Mon - Sat 8.30am - 6.30pm
235 Imperial Drive In Service Road Opp. The Station		
351 Rayners Lane Outside The Comparative Religion Centre		
413 Rayners Lane Outside German Travel Centre		
338 Rayners Lane Near Tube Stn		

<p>374 Rayners Lane Outside Medina Butchers</p> <p>13 Village Way Outside The Insurance Shop</p> <p>Opp. 22 Ish Imperial Drive Outside Ladbrokes</p> <p>8 Village Way East In Bus Lane Outside Stafford & Palmer</p> <p>Alexandra Av. Outside Cinebar</p> <p>Rayners Lane 1st On Left Behind Cinebar</p>		
Warden Av. In Lay By At Junction With Alexandra Av.	40p Per 20 Mins £10 Over 6 Hrs	Mon - Sat 8.00am - 6.30pm
Blenheim Road	20p Per 30 Minutes Max Stay 4 Hours	Mon - Sat 8.00am - 6.30pm
Link Road	20p Per 30 Minutes Max Stay 4 Hours	Mon -Fri 9.30am To 5.30pm Sat 9.30am To 1.30pm
The Gardens	20p Per 30 Minutes Max Stay 4 Hours	Mon - Sat 8.00am - 6.30pm

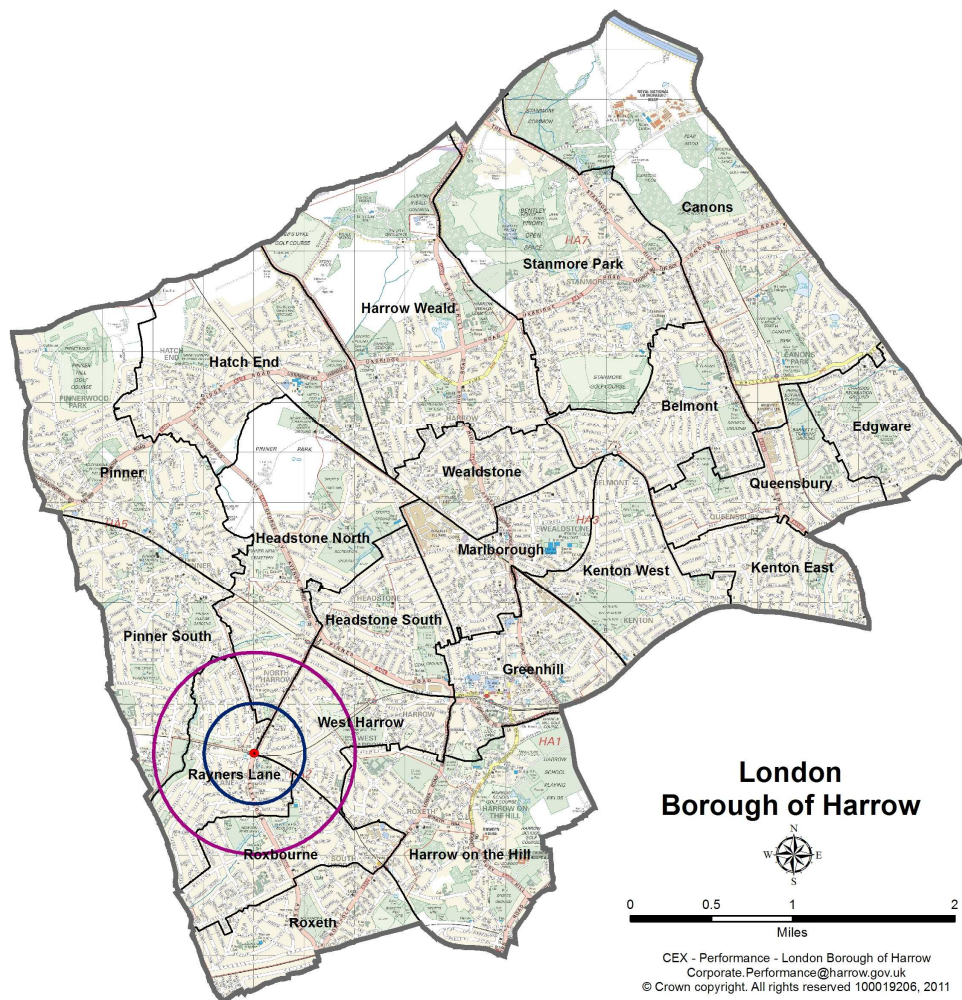
Source: Harrow Council

Harrow Council

Rayners Lane Customer Profiles

April 2011

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



Produced by:

Harrow Council - Chief Executive: Corporate Performance



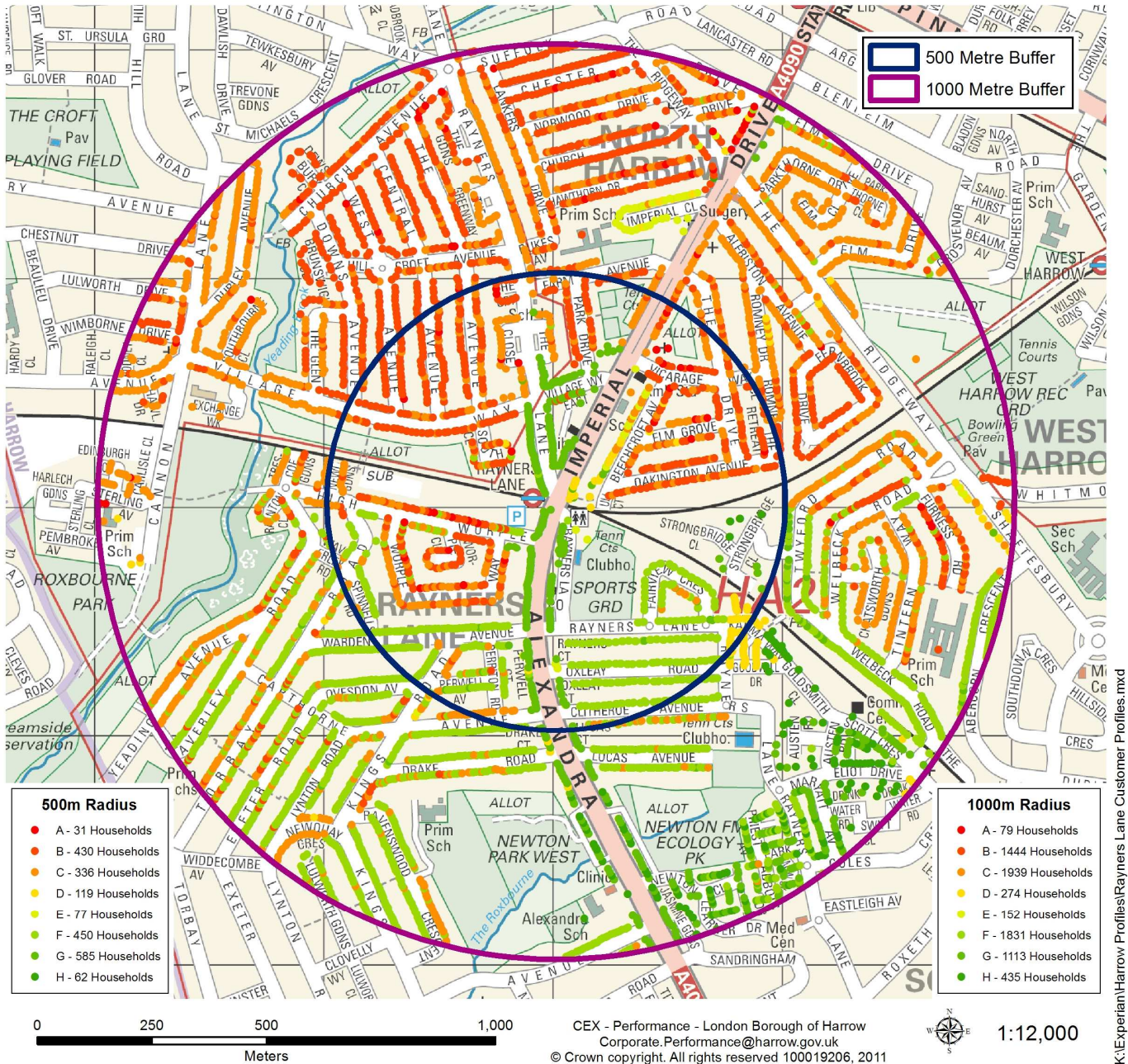
Customer Profiles within 500m and 1000m radius of Rayners Lane Tube Station

Rayners Lane Customer Profiles

Customer Profiles around Rayners Lane Tube Station

April 2011

Source: Harrow Council: Experian, Customer Insight Data



Harrow Customer Insight – Experian Customer Segments

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

- 2,090 households are within 500 metres of Rayners Lane tube station road junction and 7,267 households are within 1,000 metres of the junction. 83.8% of these households are made up of 4 of the bespoke Harrow Customer Segments
- The map of the area shows that 4 family based segments dominate in the 500m & 1,000 Rayners Lane locality, all with a differing mix of communication preferences. The northeast & northwest area of the tube station comprises mainly of Segments B&C households. Whereas, the southwest & southeast area of the tube station are mainly Segments F&Gs.
- In the 500m area just under 30% of households are segment G – ethnic minorities in urban areas. In the 1,000m area over a quarter are Segment C – middle aged families and Segment F- suburban families on moderate income.

Customer Insight 500m radius		
Customer Code	Number of households 2008	%
A	31	1.48%
B	430	20.57%
C	336	16.08%
D	119	5.69%
E	77	3.68%
F	450	21.53%
G	585	27.99%
H	62	2.97%
Total	2,090	

Customer Insight 1000m radius		
Customer Code	Number of households 2008	%
A	79	1.09%
B	1,444	19.87%
C	1,939	26.68%
D	274	3.77%
E	152	2.09%
F	1,831	25.20%
G	1,113	15.32%
H	435	5.99%
Total	7,267	

¹ © 2010 Experian Ltd

Experian Customer Insight: The tables below display the main customer characteristics and preferred communication channels of the locality. More detailed information on the segments can be provided from the [Corporate Performance Team](#): Management Information Development.

<p>500m Rayners Lane Segment B 20.57% 1,000m Rayners Lane Segment B 19.87%</p> <p>Borough Segment B 12%</p> <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>500m Rayners Lane Segment C 16.08% 1,000m Rayners Lane Segment C 26.68%</p> <p>Borough Segment C 17%</p> <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 professional • Non-smokers, low alcohol intake • Active lifestyles • Low levels of crime • Pays council tax via direct debit • Relatively low users of public services 	<p>500m Rayners Lane Segment F 21.53% 1,000m Rayners Lane Segment F 25.20%</p> <p>Borough Segment F 24%</p> <p>Suburban Asian 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>500m Rayners Lane Segment G 27.99% 1,000m Rayners Lane Segment G 15.32%</p> <p>Borough Segment G 17%</p> <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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Communication Preferences			
Segment B	Segment C	Segment F	Segment G
<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"> ▪ 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

Link to National Mosaic Customer Types

Only 4 of the 11 national Mosaic customer groups relate to 85% of Harrow households (2003), they add some but little detail to understanding the range of customer profiles in Harrow. The four national groups are

- i. Symbols of Success - Career professionals living in sought-after locations
- ii. Suburban Comfort - Older families living in suburbia
- iii. Ties of Community - Close-knit, inner city and manufacturing town communities
- iv. Urban Intelligence - Educated, young, single people living in areas of transient populations

Harrow Council has worked closely with Experian to tailor a holistic customer segmentation model that comprises of 8 relevant customer types based on local transaction information and national customer data. As Harrow is a diverse community Experian has used their Mosaic Origin information to profile areas and communities by name origin and language to gain a better understanding of the customer communities in Harrow. The 8 Harrow segments differ in their customer behaviour, income, household composition and use of public services.

Breakdown of Harrow's households by Segment Vitality Profile

Harrow's households by Segment, 2008

Source: Experian

