

# South Harrow District Centre

## Inward Investment Profile



# CONTENTS

	<b>Page</b>
<b>1. Introduction</b>	<b>3</b>
<b>2. Harrow and Surrounding Boroughs</b>	<b>3</b>
<b>3. Retail Composition</b>	<b>5</b>
<b>4. Available Property</b>	<b>6</b>
<b>5. Business Rates</b>	<b>7</b>
<b>6. Planning</b>	<b>7</b>
<b>7. Population and Catchment Area</b>	<b>9</b>
<b>8. Transport &amp; Access</b>	<b>13</b>
- South Harrow Tube Station Pedestrian Entries and Exits	
- Bus Routes	
- Car Parking	
<b>9. Appendix A Customer Insight</b>	<b>15</b>

## **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. South Harrow District Centre – Introduction

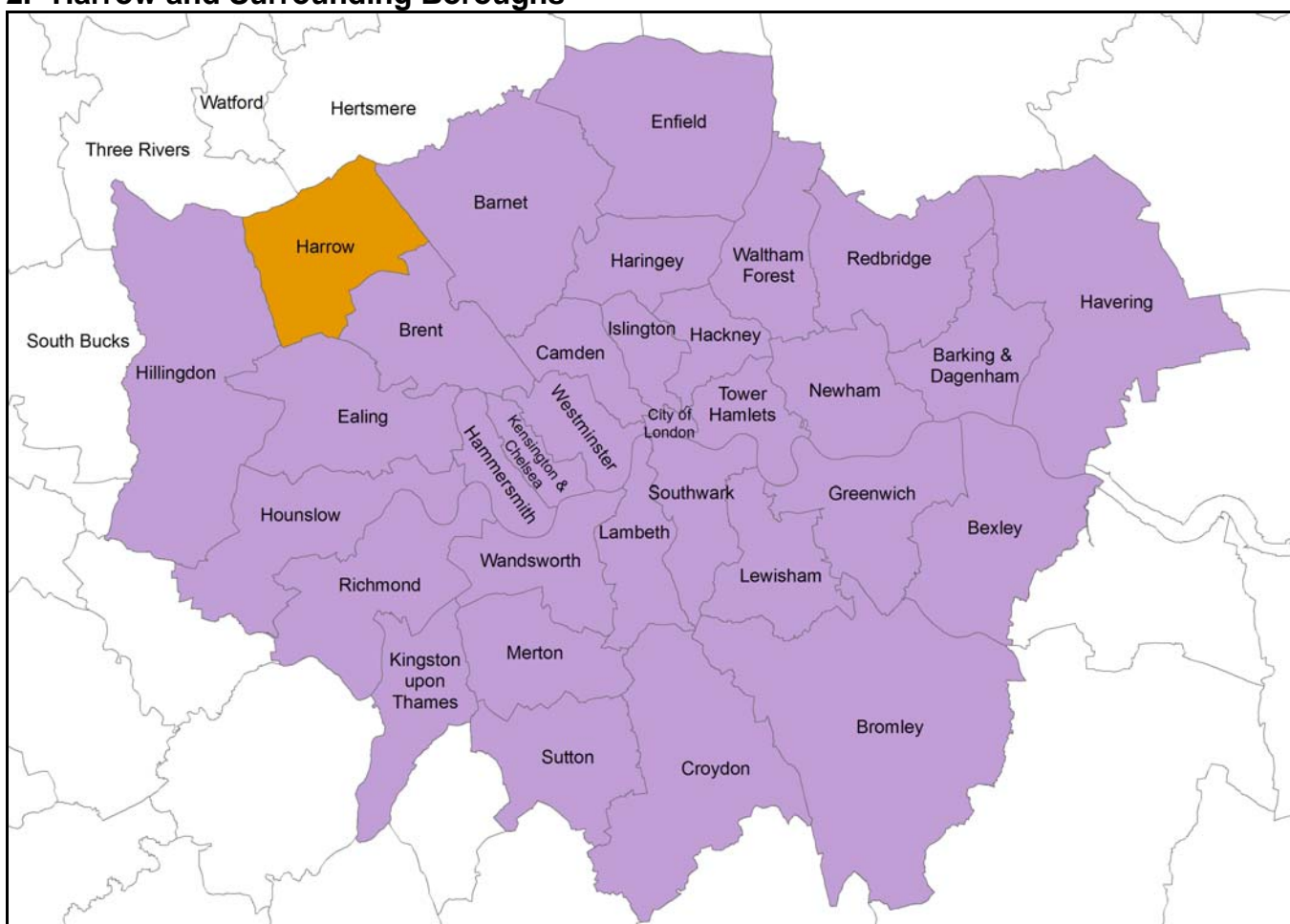
South Harrow is classified as a District Centre in the Council's Unitary Development Plan.

The centre is a linear centre running south along Northolt Road from South Harrow Underground Station to the junction with Wyvenhoe Road.

South Harrow Underground Station is located at the south of the District Centre. Piccadilly Line services run from the station westbound to Uxbridge and eastbound to Heathrow Terminals 1, 2 and 3 and Cockfosters, via Central London.

To the north of the centre (approximately 300 metres outside of the designated District Centre boundary) is a large Waitrose and a small number of retail warehouse units.

## 2. Harrow and Surrounding Boroughs





# Map of South Harrow showing Bus Stops, Parking & Loading Bays

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### 3. Retail Composition

Type of Business	No of Units
<b>Comparison</b>	
Clothes Shops	2
Jewellers	2
Shoe Shop	2
<b>Electrical, Photography, Computing</b>	
Phone shop	1
Dvd Shop	1
Electronics	1
<b>Food &amp; Drink</b>	
Bakers	2
Supermarket	2
Grocers	6
Butchers	2
Savories	2
Sandwich	1
Fish Monger	1
<b>Health &amp; Personal</b>	
Hair & Beauty	12
Opticians	3
Chemist	4
<b>Miscellaneous &amp; Specialist</b>	
Charity Shop	2
Flourist	1
Betting	3
Card	1
Pawn brokers	2
Mini cab	1
Tobacconist	1

Type of Business	No of Units
<b>Newsagent</b>	2
Off license	2
<b>Post office</b>	1
<b>Restaurant/Take Aways/ Pubs</b>	
Restaurant	8
Take Away	3
Public House	1
Café	2
<b>Services</b>	
Dry Cleaners/clothes repair	2
Print	1
Travel Agents	2
Funeral directors	1
Cheque Cashing	1
<b>Community</b>	
Library	1
Church	1
<b>Financial, Professional &amp; Property</b>	
Banks & Building societies	4
Estate Agents	3
Solicitors	1
<b>Vacant</b>	4

#### 4. Available Property

Rents for a standard retail unit in South Harrow are between **£12,000 to £15,000 per annum** depending on exact location. This equates to **£10 to £25 per square foot**.

#### Available Property

Address	Description	Rent	Contact
Northolt Road, South Harrow, Middlesex	Grocery, Off license business, fully fitted, 14 years lease run, £50k fixtures.	£13,500 p.a.	<b>Ashton Fox</b>
Northolt Road, South Harrow, Middlesex	Double fronted lock-up shop. Electric roller shutters, no parking restrictions in front of shop. Approximately 1200 sq. ft.	£12,000 p.a.	<b>Ashton Fox</b>

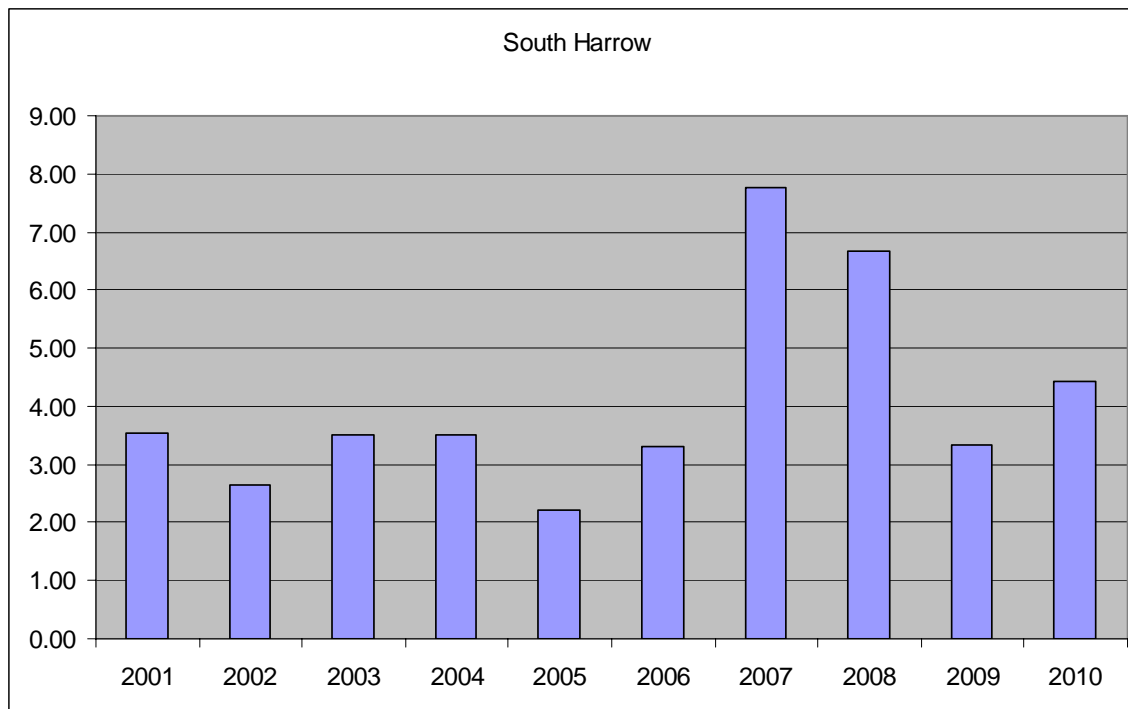
#### Local Estate Agents

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

Company and Address	Telephone	Email and/or web site
<b>David Wilson</b> 29-31 High Street, Harrow-on-the-Hill, HA1 3HT	Tel: 0208 423 5933	david@davidwilsonproperty.com www.davidwilsonproperty.com
<b>Ferrari Dewe</b> Ferrari House, 102 College Road, Harrow HA1 1ES	Tel: 020 8427 4288 Fax: 020 8863 5466	enquiries@ferraridewe.co.uk www.ferraridewe.co.uk
<b>David Charles</b> 29 High Street Pinner HA5 5PJ	Tel: 020 8866 0001 Fax: 020 8868 2600	<a href="http://www.davidcharles.co.uk">www.davidcharles.co.uk</a> propertyconsultants@davidcharles.co.uk
<b>VDBM</b> 30A Green Lane Northwood Middlesex HA6 2QB	Tel: 01923 845222 Fax: 01923 832142	property@vdbm.co.uk www.vdbm.co.uk/
<b>Andrew Pearce</b> 55 Bridge Street Pinner Middlesex HA5 3JR	Tel: 020 8868 2424	www.andrew-pearce.co.uk
<b>P K Properties</b> 451 Alexandra Ave Harrow HA2 9SE	Tel: 020 8429 4249	www.pkproperties.co.uk
<b>Chamberlain Commercial</b> Evans House, 107 Marsh Rd, Pinner, Middlesex, HA5 5PA	Tel: 020 8429 6899	www.chamberlaincommercial.com <a href="mailto:info@chamberlaincommercial.com">info@chamberlaincommercial.com</a>
<b>Ashton Fox</b> 185 Kenton Road Harrow Middlesex HA3 0EY	Tel: 020 8909 9292	www.ashtonfox.co.uk



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



### 5. Business Rates

Business rates can be calculated from the Valuation Office Agency web site ([www.voa.gov.uk](http://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](http://www.harrow.gov.uk/businessrates).

### 6. Planning

Primary frontages	Secondary frontages
218-330 Northolt Road (excluding 230b,c,d) 223-233 Northolt Road 235-271 Northolt Road	273-347 Northolt Road

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 6086.**



## 7. Population and Catchment Area

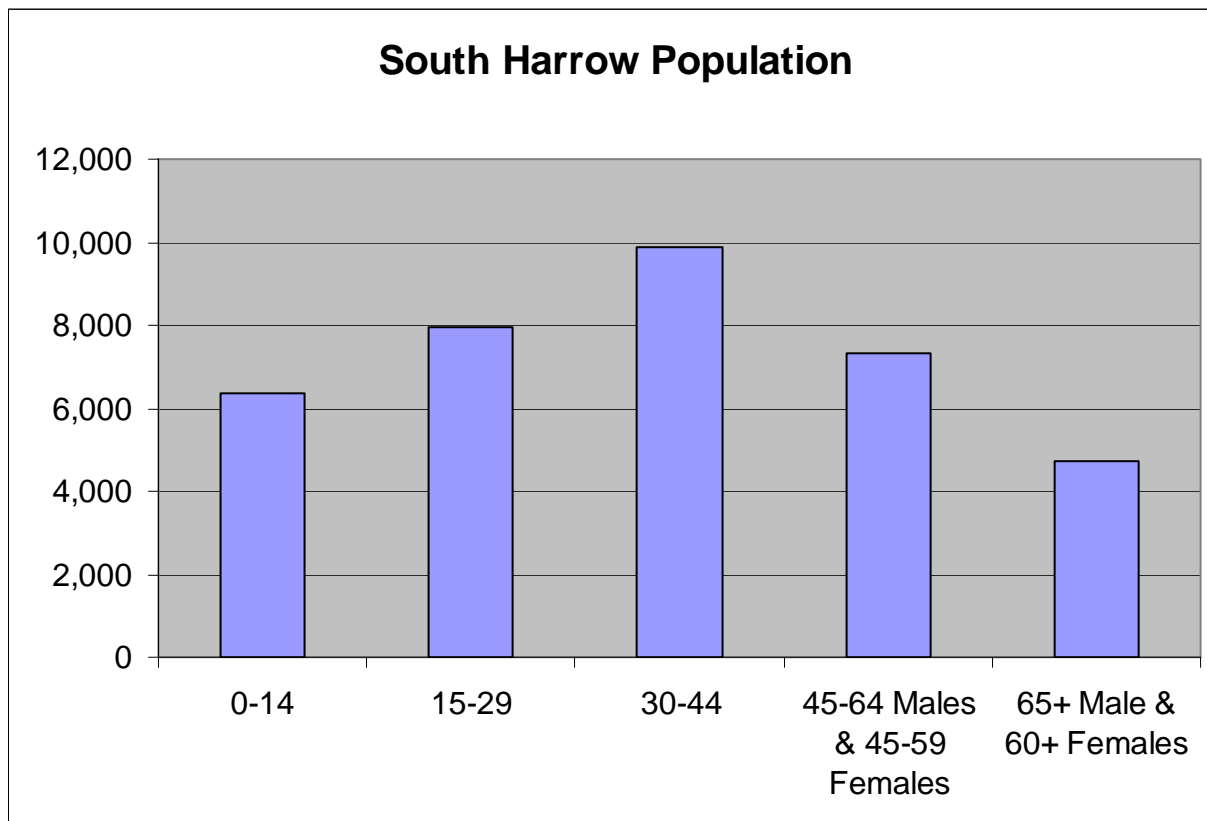
Within 0.5 kilometre of the centre of South Harrow, there is a population of around 6,370 people. This increases to 18,380 within a 1 kilometre radius.

Within 500 metres of South Harrow 66% are classified as within Harrow Segments G and F. Within 1 kilometre, almost 66% of households are made of Harrow Segments G, F and D. (see **Appendix A** for explanation of Harrow segments and further information).

### Population by Age in South Harrow Area

Age Group	Population
0-14	6,353
15-29	7,967
30-44	9,880
45-64 Males & 45-59 Females	7,318
65+ Male & 60+ Females	4,710
<b>Total</b>	<b>36,228</b>

Source: Office for National Statistics - Mid-2010 Population Estimates © Crown Copyright 2011  
Totals have been rounded to nearest 10

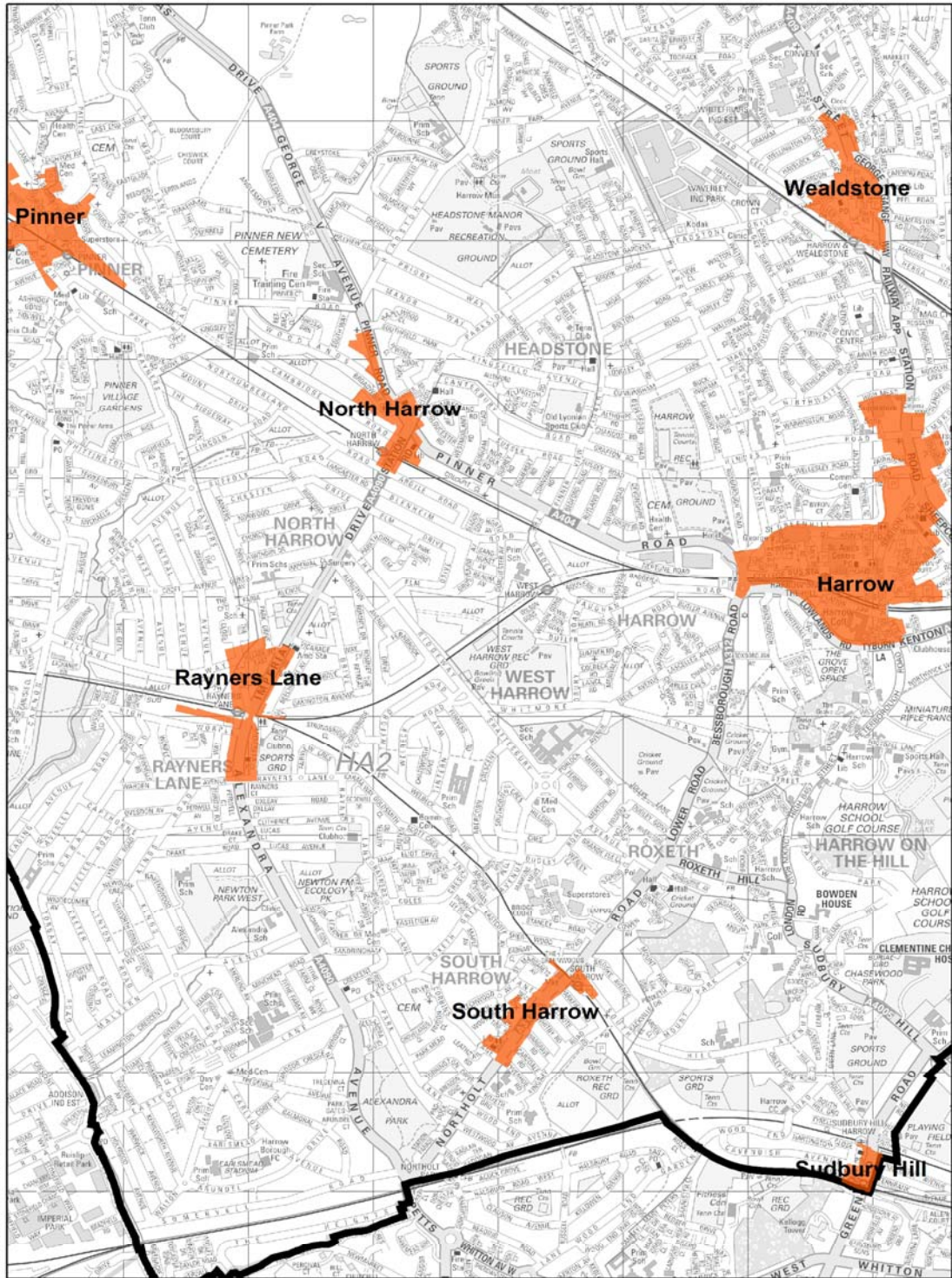


## Map of Stanmore with Distance to Harrow and Nearest Town Centres

Closest Centres	Distance miles (km)
Sudbury Hill	0.9 (1.4)
Rayners Lane	1.1 (1.8)
Harrow	1.3 (2.1)
North Harrow	1.6 (2.6)

## Map of South Harrow with nearest other District Centres

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### Legend

- Town Centres
- Borough boundary

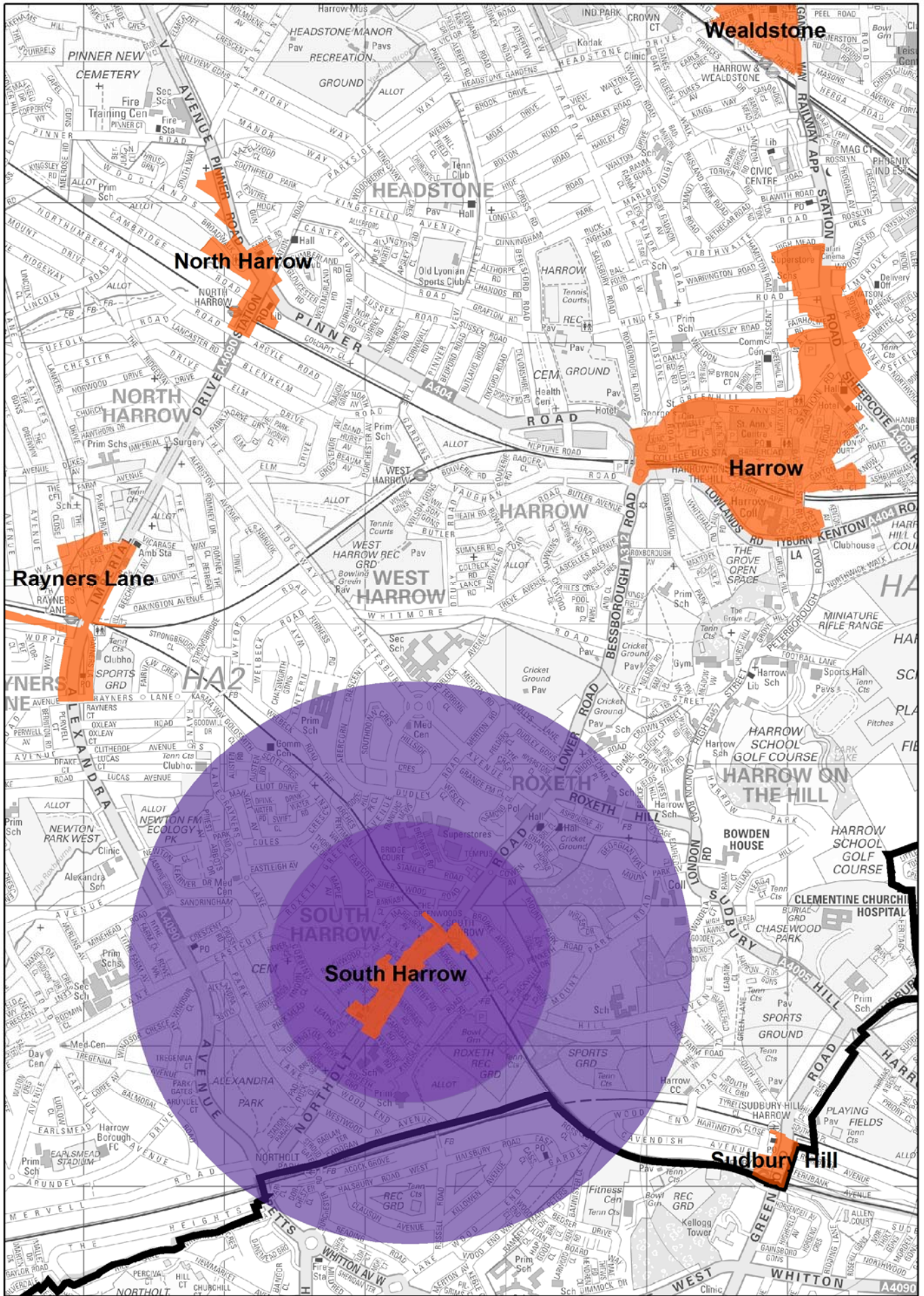
0 0.150.3 0.6  
 Kilometres





# Map Showing 0.5km and 1km Distances from South Harrow

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## Legend

- Town Centres
- Borough boundary





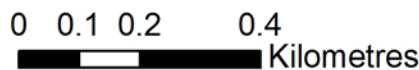
# Map Showing 0.5km and 1km Distances from South Harrow

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## Legend

- Town Centres
- Borough boundary





## 8. Transport & Access

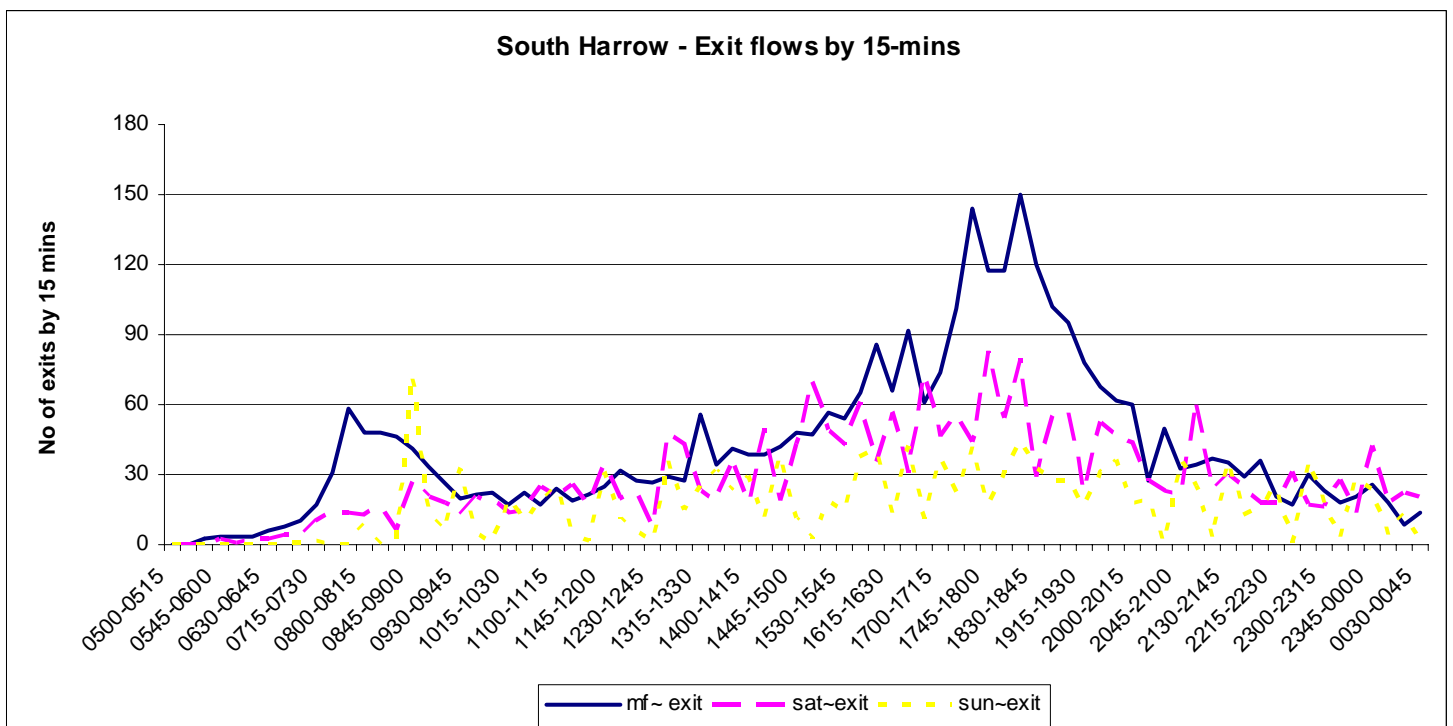
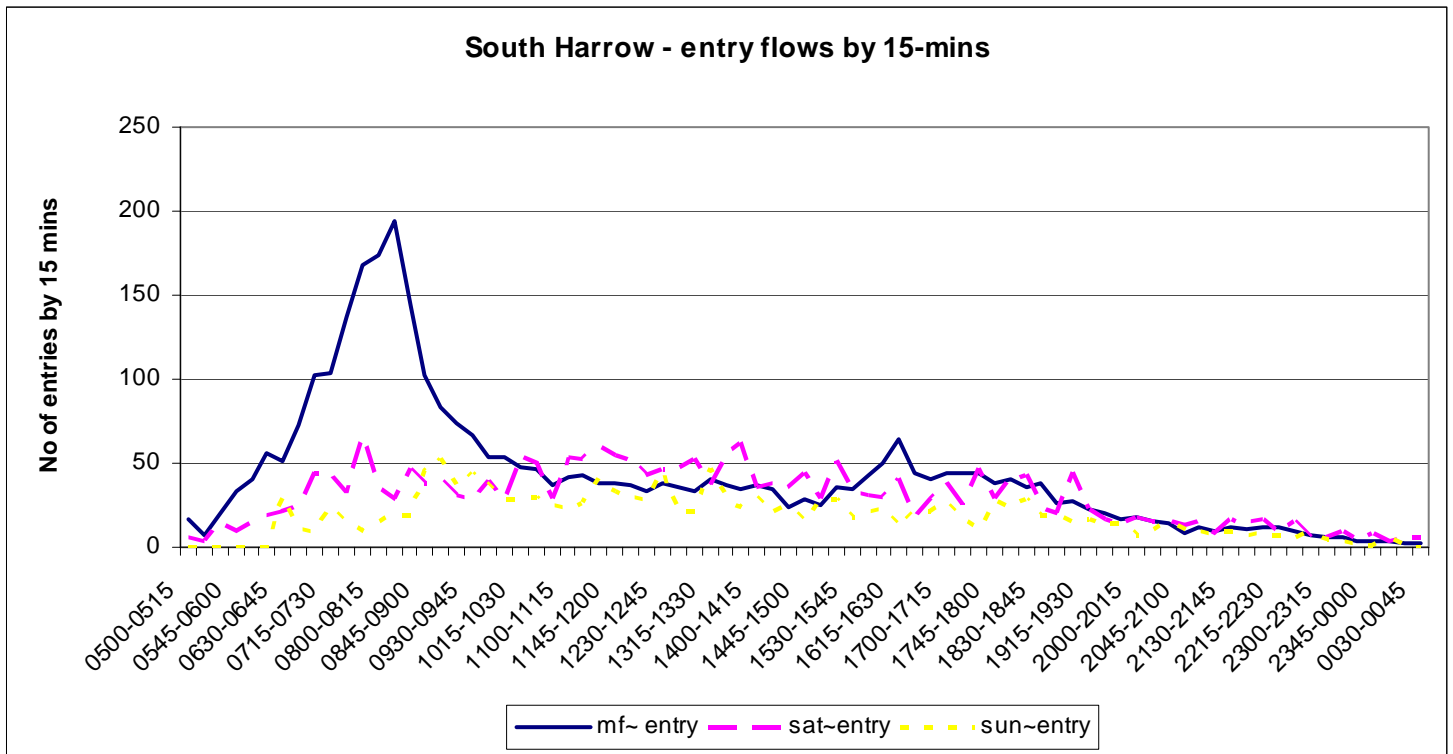
### South Harrow Station: Pedestrian Entries and Exits

Around a total of 3360 people **enter** South Harrow station on a weekday.  
Around a total of 3350 people **exit** South Harrow station on a weekday.

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

- **entering** South Harrow station is between **8.00 and 8.30 am**
- **exiting** South Harrow station is between **5.30 and 6.45 pm**

Source: TfL



## Bus Routes

9 bus routes serve South Harrow District Centre.

Source: TfL

Bus number	
114	FROM Mill Hill Broadway TO Ruislip Station
H10	From & TO Harrow Bus Station Via South Harrow Bus Station
H12	FROM Stanmore Station TO South Harrow Bus Station
398	FROM Ruislip Station TO Hemery Road
140	FROM Heathrow Central Bus Station TO Long Elms
640	FROM South Harrow Station TO Bentleywood High School
H9	FROM & TO Harrow Bus Station Via South Harrow Bus Station
258	FROM Watford Junction TO South Harrow Bust Station
487	FROM South Harrow Bus Station TO Willesden Junction Station

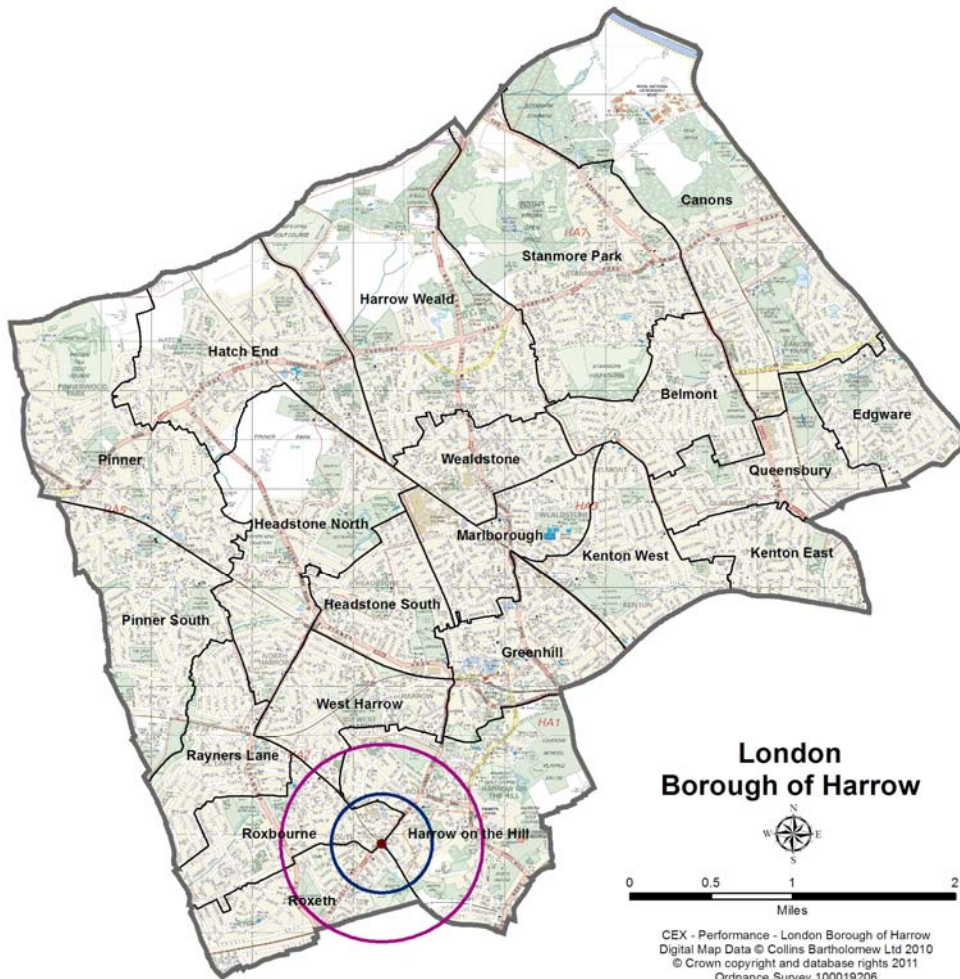
## Car Parking

There is plentiful parking on Northolt road across various retail outlets.

Pay & Display	Tariffs per Day	Days & Times
BROOKE AVENUE	40p per hour £10 over 6 hours	MON - SAT 8.00am - 6.30pm
EASTCOTE ROAD	50p per Half an Hour £10 over 6 hours	MON - SAT 8.00am - 6.30pm
NORTHOLT ROAD	50p per hour max 2 hrs	MON - SAT 8.00am - 6.30pm
SCARSDALE ROAD	50p per 30 mins	MON - SAT 8.00am - 6.30pm
WHITBY ROAD	50p per Half an hour	MON - SAT 8.00am - 6.30pm
SOUTHILL AVENUE	40p per 30 mins max 4 hrs	MON - SAT 8.00am - 6.30pm

# Borough of Harrow South Harrow Customer Profile

500m and 1000m buffering around South Harrow Tube Station



Produced by:

[Corporate.Performance@harrow.gov.uk](mailto:Corporate.Performance@harrow.gov.uk)





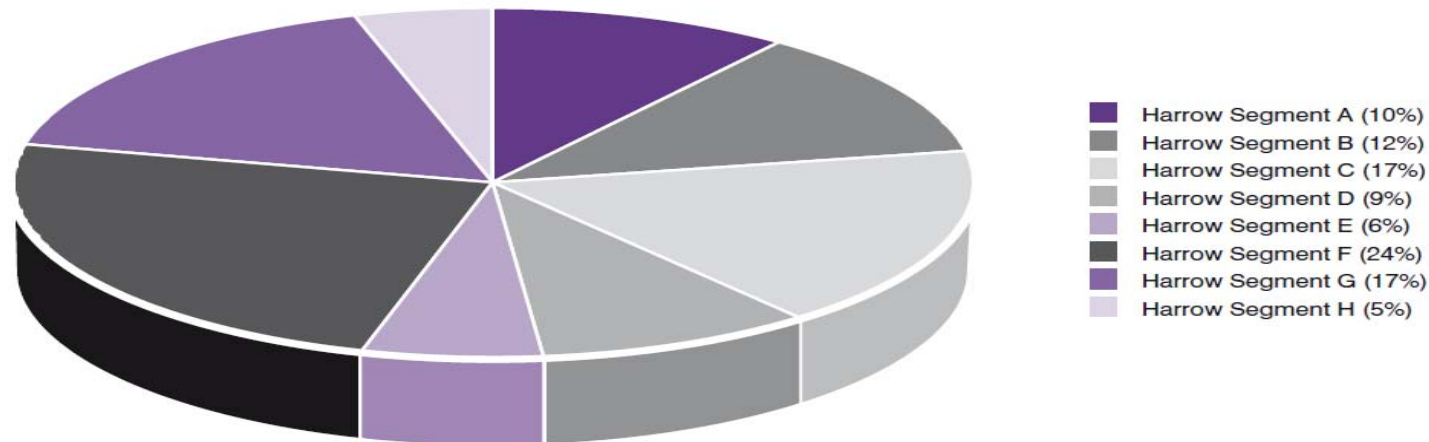


## Harrow Customer Insight – Experian Customer Segments

Harrow Experian Customer Insight Segments<sup>1</sup> 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 G dominates the 500m area, making just under a half of the customers that reside in that 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.

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<sup>1</sup> © Experian Ltd

**Experian Customer Insight<sup>2</sup>:** 2,450 households are within 500 metres of South Harrow road junction, 66% of households are made up of 2 of the bespoke Harrow Customer Segments.

<b>South Harrow Segment G 43%</b> <b>Borough Segment G 17%</b>	<b>South Harrow Segment F 23%</b> <b>Borough Segment F 24%</b>
<p><b>Ethnic minorities in urban areas</b></p> <ul style="list-style-type: none"> <li>• Urban areas</li> <li>• Singles, co-habitees, lone parents</li> <li>• Rented terraces or flats</li> <li>• Periods of unemployment</li> <li>• Diverse ethnicity</li> <li>• Relative higher benefit take up</li> <li>• Council tax summons &amp; Parking Permits contacts</li> </ul>	<p><b>Suburban larger families on moderate income</b></p> <ul style="list-style-type: none"> <li>• Families with children</li> <li>• Suburban, semis or terraces</li> <li>• Asian background</li> <li>• Middle income</li> <li>• Multi-person households</li> <li>• Period of unemployment</li> <li>• Relative higher benefit take up</li> <li>• Non smokers &amp; non drinkers</li> <li>• Pay by cash</li> <li>• High fear of crime but relative low victims of crime rates</li> </ul>
<ul style="list-style-type: none"> <li>▪ Like to use internet to gain information about services</li> <li>▪ Like to access information and services via mobile telephones</li> <li>▪ Tend to be unreceptive to gaining information face to face</li> <li>▪ Tend not to use local newspapers for information</li> </ul>	<ul style="list-style-type: none"> <li>▪ Receptive to accessing information over the telephone and via mobile texts</li> <li>▪ Prefer to gain some information face to face</li> <li>▪ Prefer to gain some information from local newspapers</li> </ul>

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

<sup>2</sup> 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 Insight<sup>3</sup>:** 7,120 households are within 1,000 metres of South Harrow road junction, 67% of households are made up of 3 of the bespoke Harrow Customer Segments.

<b>South Harrow Segment G 28%</b> <b>Borough Segment G 17%</b>	<b>South Harrow Segment F 26%</b> <b>Borough Segment F 24%</b>	<b>South Harrow Segment D 13%</b> <b>Borough Segment 9%</b>
<p><b>Ethnic minorities in urban areas</b></p> <ul style="list-style-type: none"> <li>• Urban areas</li> <li>• Singles, co-habitees, lone parents</li> <li>• Rented terraces or flats</li> <li>• Periods of unemployment</li> <li>• Diverse ethnicity</li> <li>• Relative higher benefit take up</li> <li>• Council tax summons &amp; Parking Permits contacts</li> </ul>	<p><b>Suburban larger families on moderate income</b></p> <ul style="list-style-type: none"> <li>• Families with children</li> <li>• Suburban, semis or terraces</li> <li>• Asian background</li> <li>• Middle income</li> <li>• Multi-person households</li> <li>• Period of unemployment</li> <li>• Relative higher benefit take up</li> <li>• Non smokers &amp; non drinkers</li> <li>• Pay by cash</li> </ul>	<p><b>Ambitious young professionals on high salaries</b></p> <ul style="list-style-type: none"> <li>• Young singles &amp; co-habitees</li> <li>• City living, private rented flats</li> <li>• Degree level education</li> <li>• High levels of income</li> <li>• Professional occupations</li> <li>• High levels of drinking &amp; smoking</li> </ul>
<ul style="list-style-type: none"> <li>▪ Like to use internet to gain information about services</li> <li>▪ Like to access information and services via mobile telephones</li> <li>▪ Tend to be unreceptive to gaining information face to face</li> <li>▪ Tend not to use local newspapers for information</li> </ul>	<ul style="list-style-type: none"> <li>▪ Receptive to accessing information over the telephone and via mobile texts</li> <li>▪ Prefer to gain some information face to face</li> <li>▪ Prefer to gain some information from local newspapers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Likes to use internet for services and banking</li> <li>▪ Receptive to using services and information over the telephone. This Segment are likely to respond to text messages.</li> <li>▪ Segment Ds use direct mail to access services.</li> <li>▪ Tend to be unreceptive to gaining information face to face</li> </ul>

<sup>3</sup> 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.