

CONTENTS

	Page
1. Introduction	3
2. Harrow and Surrounding Boroughs	3
3. Retail Composition	5
4. Available Property	6
5. Business Rates	8
6. Planning	8
7. Population and Catchment Area	10
8. Transport & Access	14
- Stanmore Tube Station Pedestrian Entries and Exits	
- Bus Routes	
- Car Parking	
9. Appendix A Customer Insight	16

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. Stanmore District Centre – Introduction

Stanmore is classified as a District Centre in the Council's Unitary Development Plan. It has around 100 shops and other services.

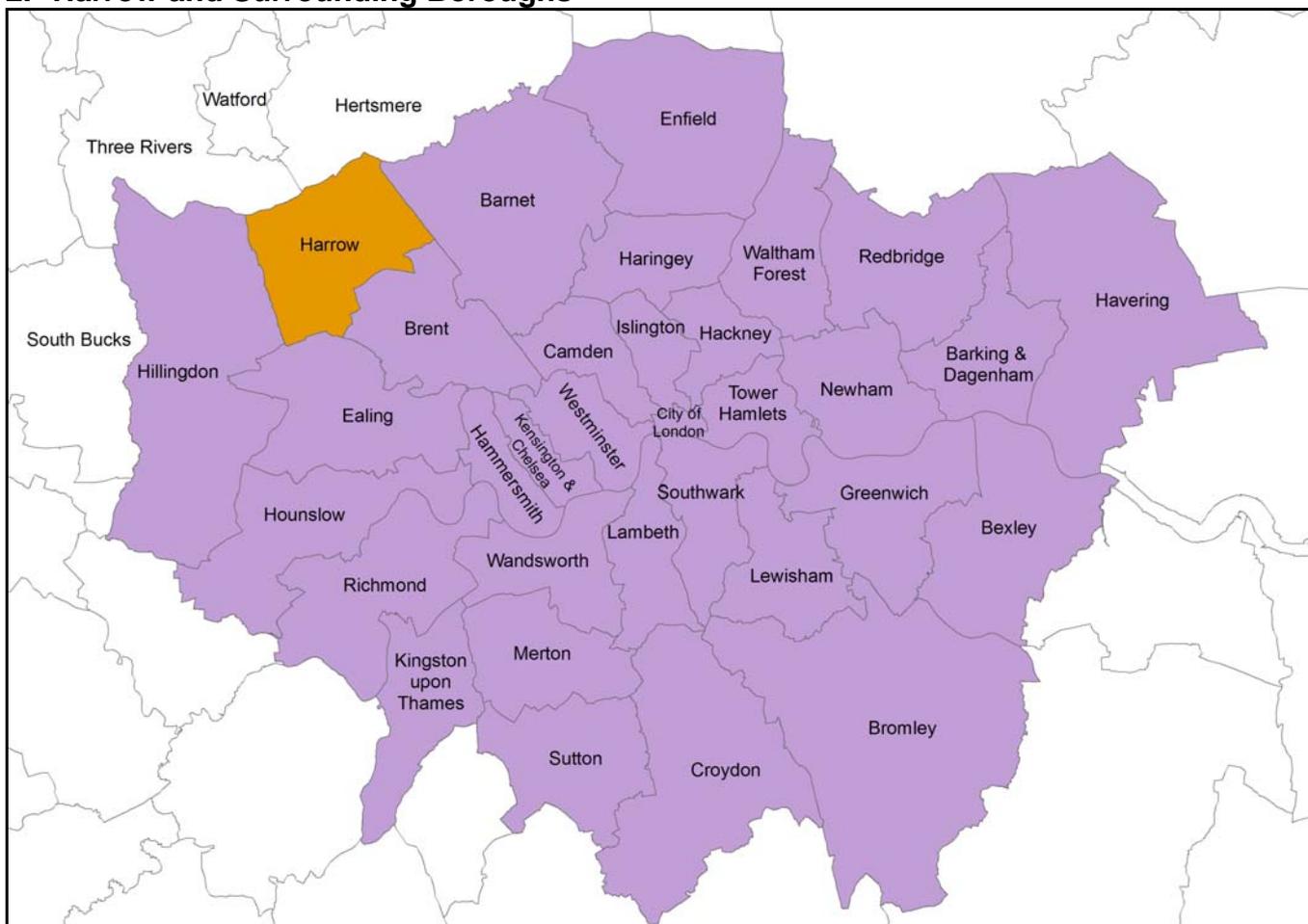
The District Centre is focused along The Broadway and Church Road. There is a Sainsbury's supermarket located at 1 The Broadway.

4 bus routes run along the Broadway with Stanmore Station on the Jubilee line located just under ½ mile to the east of the District Centre.

The Stanmore Place development on Honeypt Lane is a development of 800 of 1,2 and 3 bedroom apartments.

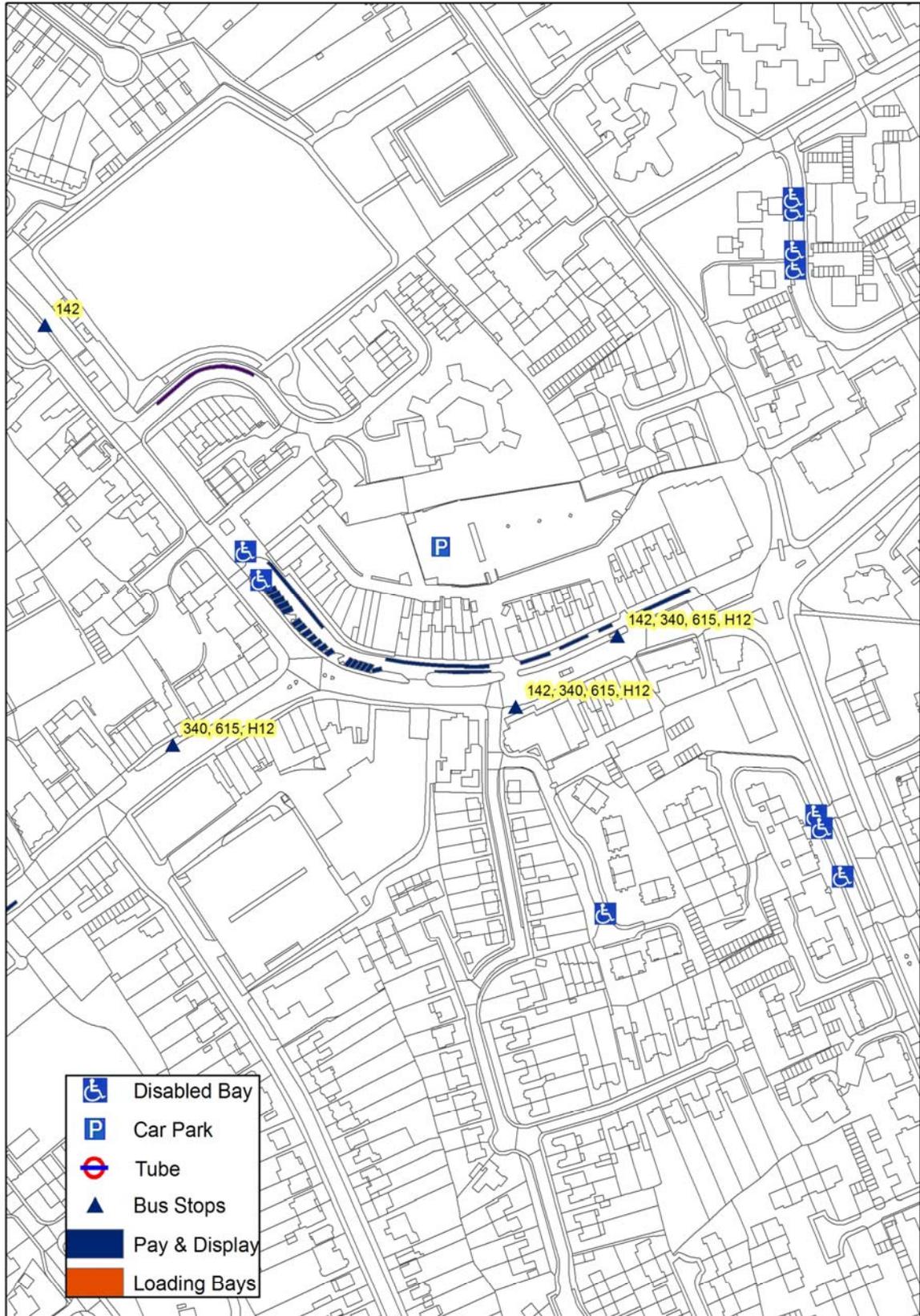
Stanmore District Centre is located in Stanmore Park ward.

2. Harrow and Surrounding Boroughs



Map of Stanmore showing Bus Stops, Parking & Loading Bays

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0 35 70 140
Metres



3. Retail Composition

Type of Business	No of Units
Comparison	
Clothes Shops	6
Jewellers	1
Shoe Shop	3
Electrical, Photography, Computing	
Phone shop	1
Food & Drink	
Bakers	3
Supermarket	2
Health & Personal	
Hair & Beauty	6
Opticians	3
Chemist	2
Health Shop	1
House	
Carpets	1
Furniture	1
Miscellaneous & Specialist	
Charity Shop	4
Luggage Shop	1

Type of Business	No of Units
Newsagent	1
Post office	1
Financial, Professional & Property	
Banks & Building societies	7
Estate Agents	5
Solicitors	2
Restaurant/Take Aways/ Pubs	
Restaurant	11
Take Away	3
Public House	3
Café	2
Services	
Dry Cleaners/clothes repair	4
Print	1
Travel Agents	1
Vets	1
Community	
Community Centre	1
Library	1
Police	1

Available Property

Rents for a standard retail unit in Stanmore are between **£9,000 to £21,000 per annum**, depending on exact location. This equates to **£20 to £26 per square foot**.

Available Property

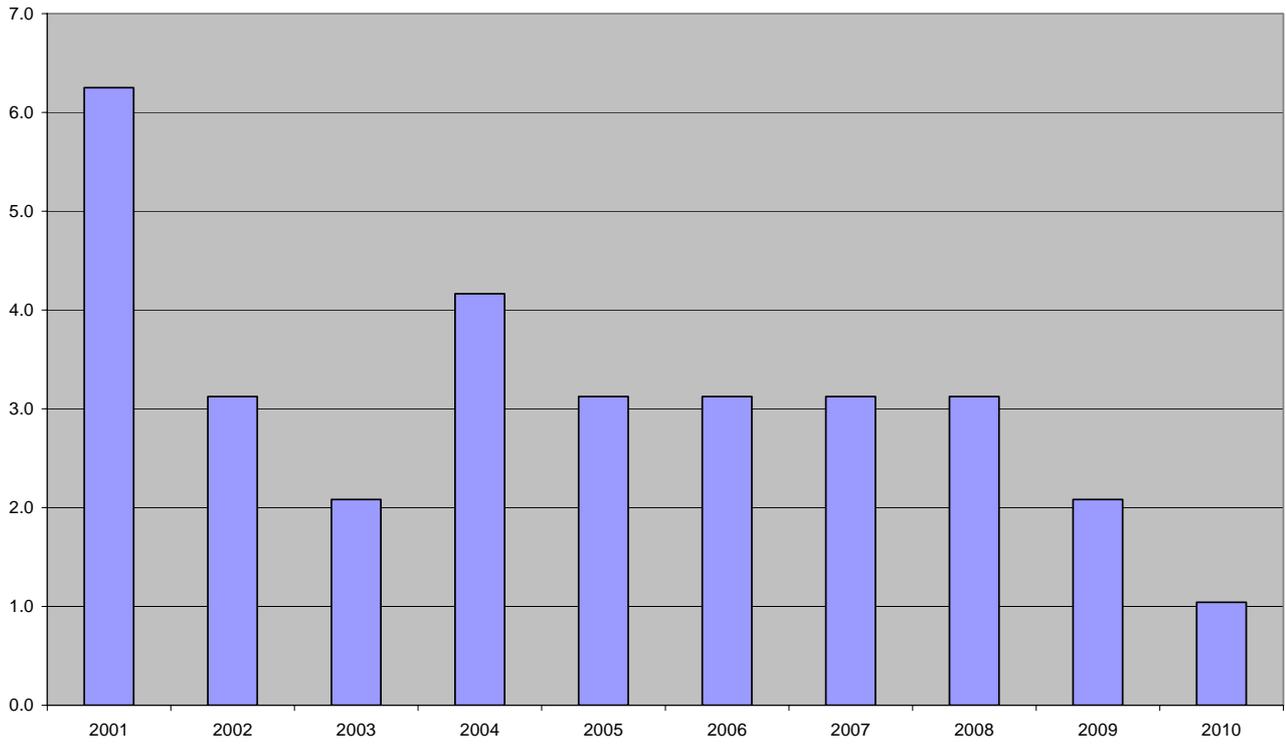
Address	Description	Rent	Contact
Honeypot Lane, Stanmore	Leasehold shop premises, 2 minutes walk from Canon park station. Approx 1, 300 sq. ft.	£19,000 p.a.	Ashton Fox
81 Uxbridge, Stanmore, HA7 3NH	Ground floor lock up shop. 430 sq. ft. Storage to the rear, small rear yard.	£8,950 p.a. new full repairing and insuring lease for a term by arrangement.	Andrew Pearce
Honeypot Lane, Stanmore	Lock up shop. Approx. 650 sq. ft. Suspended ceiling, grilled shutters.	£18,000 p.a.	AKA commercials

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	www.davidcharles.co.uk propertyconsultants@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	www.andrew-pearce.co.uk
P K Properties 451 Alexandra Ave Harrow HA2 9SE	Tel: 020 8429 4249	www.pkproperties.co.uk
Ashton Fox 185 Kenton Road Harrow Middlesex HA3 0EY	Tel: 020 8909 9292	www.ashtonfox.co.uk
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 Units (2001 to 2010)



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

Primary frontages	Secondary frontages
14-82 The Broadway	1-12 Buckingham Parade
Sainsbury, The Broadway	1-11 Stanmore Hill
	29-55 The Broadway
	1-11 The Broadway
	2-36 Church Road
	1-33 Church 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.

6. Population and Catchment Area

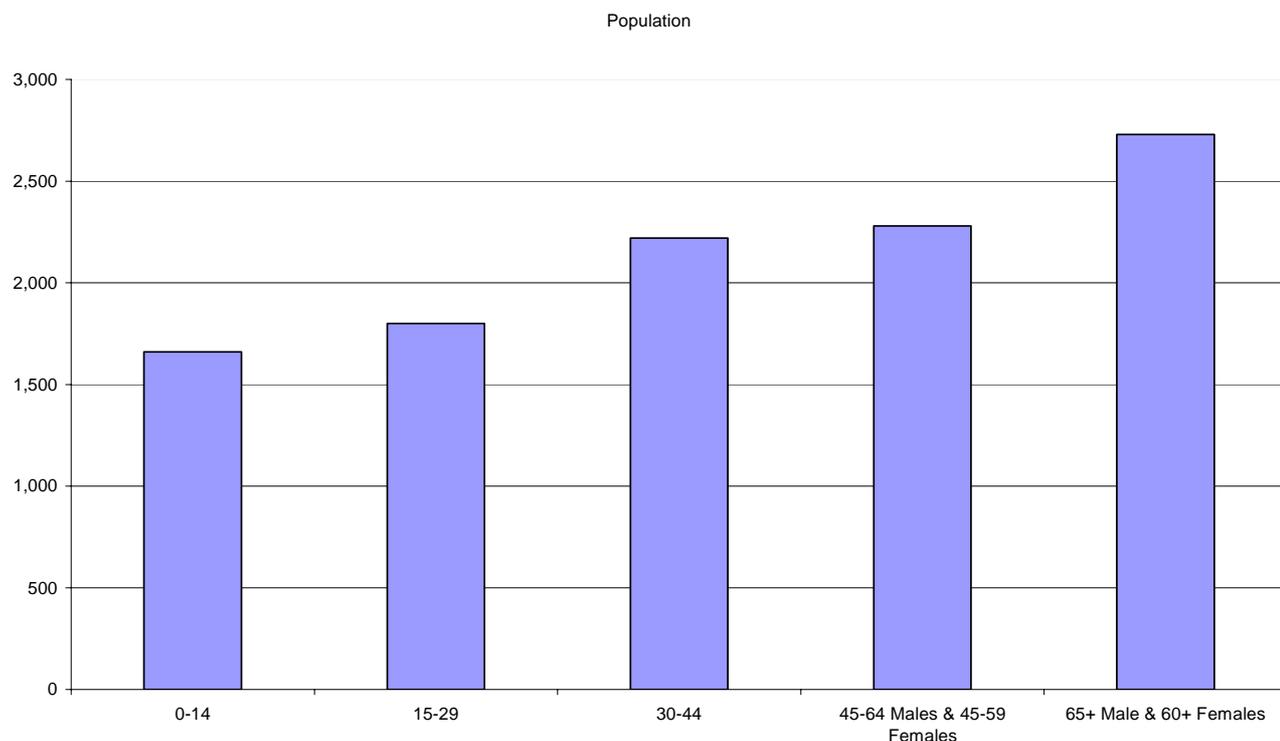
Within 0.5 kilometre of the centre of Stanmore, there is a population of around 4,910 people. This increases to 13,450 within a 1 kilometre radius. A total of almost 10,680 people live in Stanmore Park Ward.

Within 500 metres of Stanmore just over, 70% are classified as within Harrow Segments E and A. Within 1 kilometre, almost 70% of households are made of Harrow Segments E, A and B. (see **Appendix A** for explanation of Harrow segments and further information).

Population by Age in Stanmore Area (Stanmore Park Ward)

Age Group	Population
0-14	1,660
15-29	1,800
30-44	2,220
45-64 Males & 45-59 Females	2,280
65+ Male & 60+ Females	2,730
Total	10,680

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

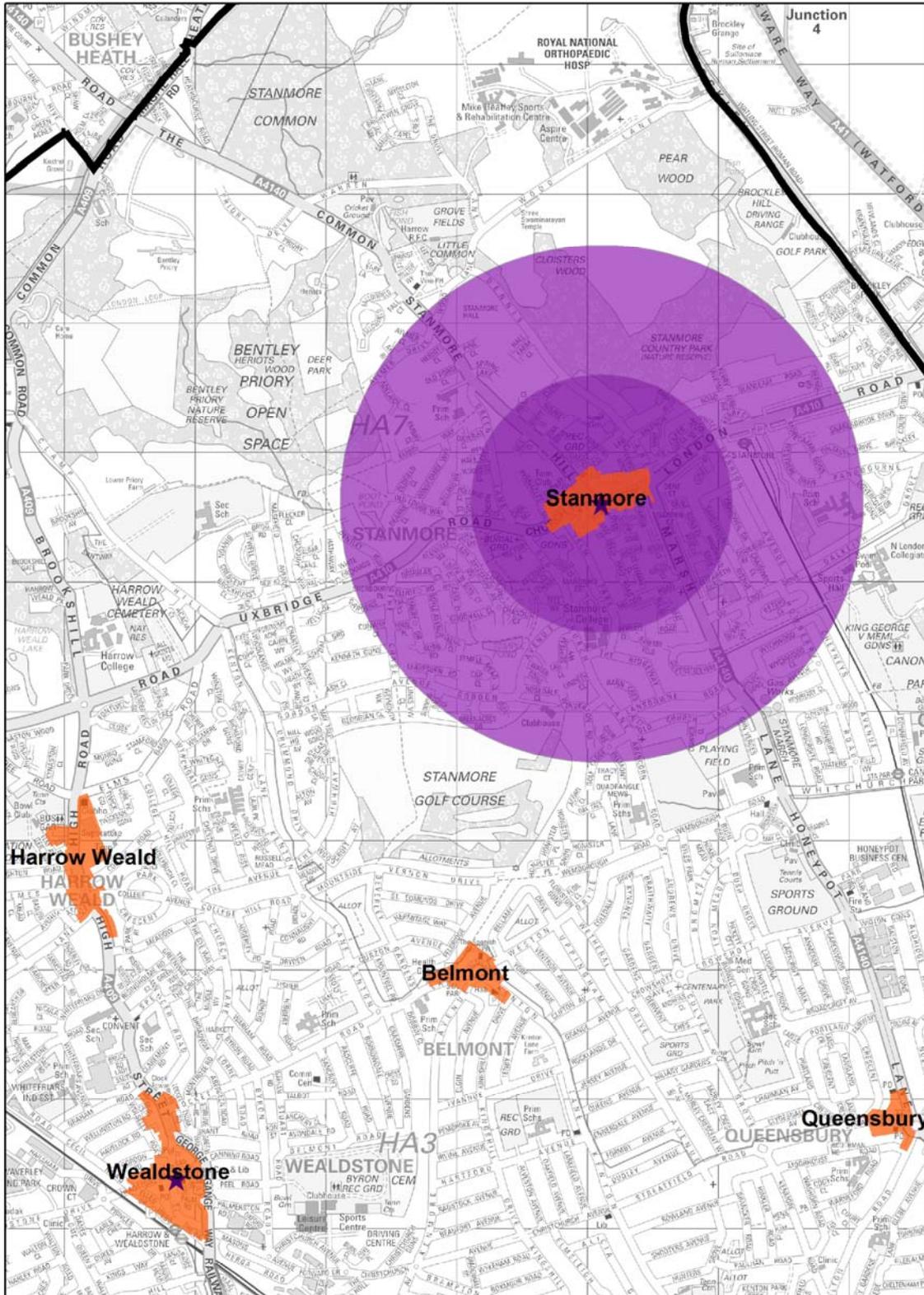


Map of Stanmore with Distance to Harrow and Nearest Town Centres

Closest Centres	Distance miles (km)
Harrow	2.9 (4.7)
Belmont	1.2 (1.9)
Edgware	1.4 (2.3)
Harrow Weald	1.5 (2.4)

Map Showing 0.5km and 1km Distances from Stanmore

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Legend

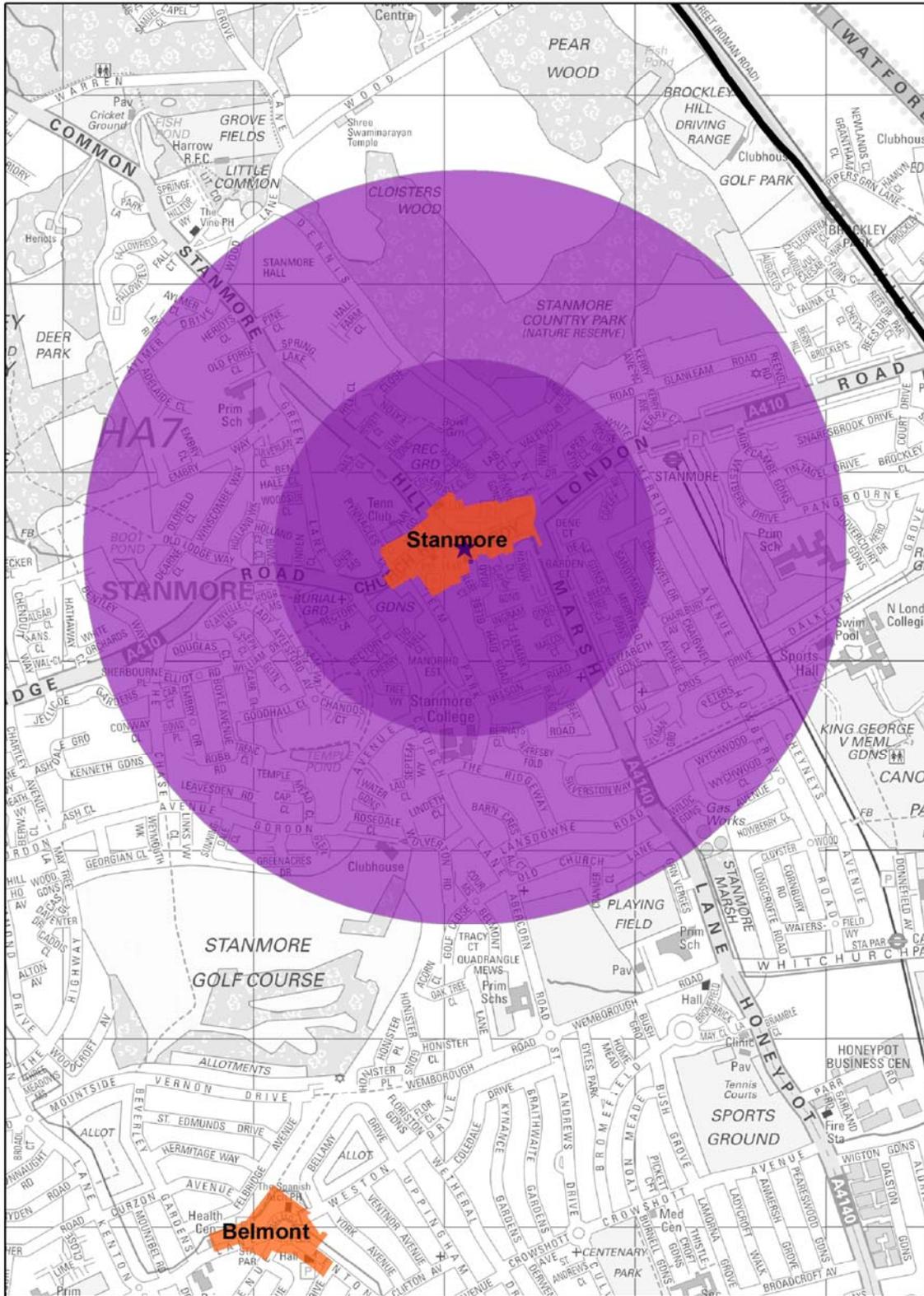
- Town Centres
- Borough boundary

0 0.25 0.5 1 Kilometres



Map Showing 0.5km and 1km Distances from Stanmore

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Legend

- Town Centres
- Borough boundary

0 0.15 0.3 0.6 Kilometres



7. Transport & Access

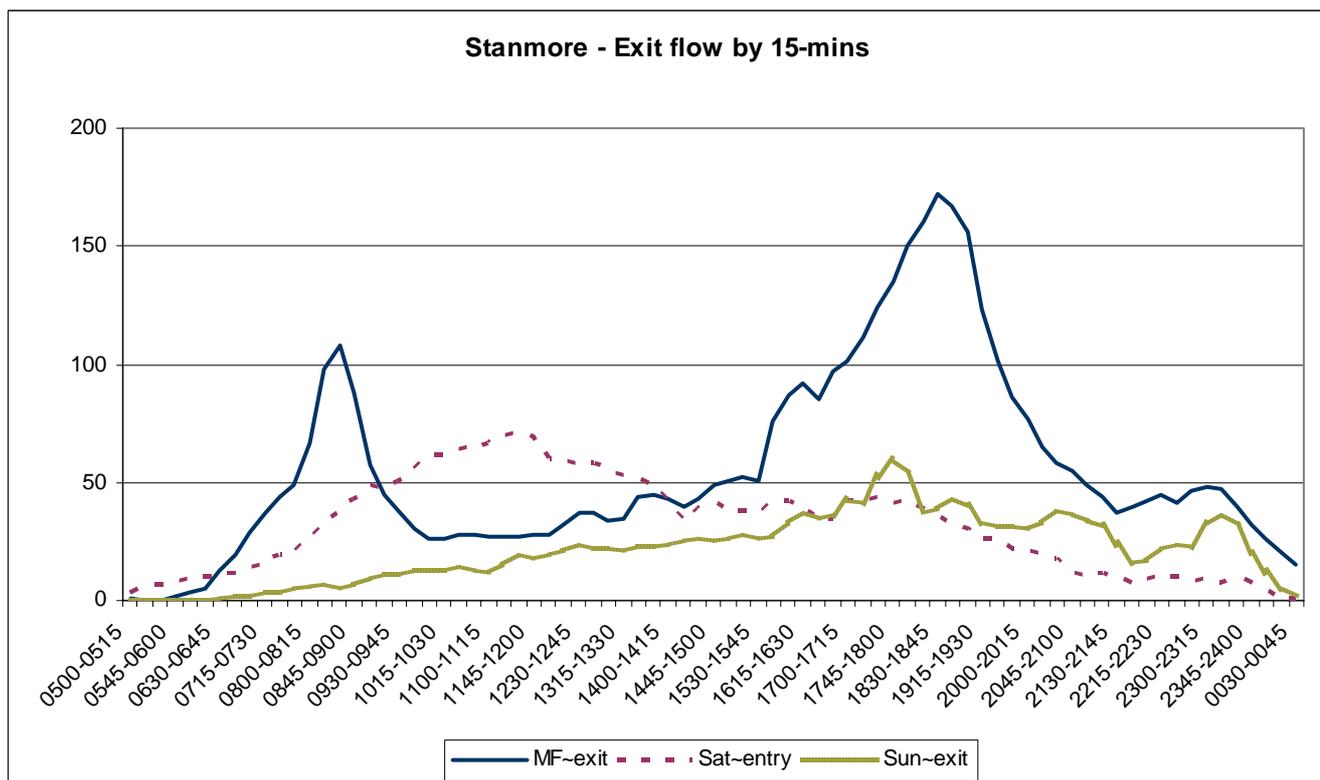
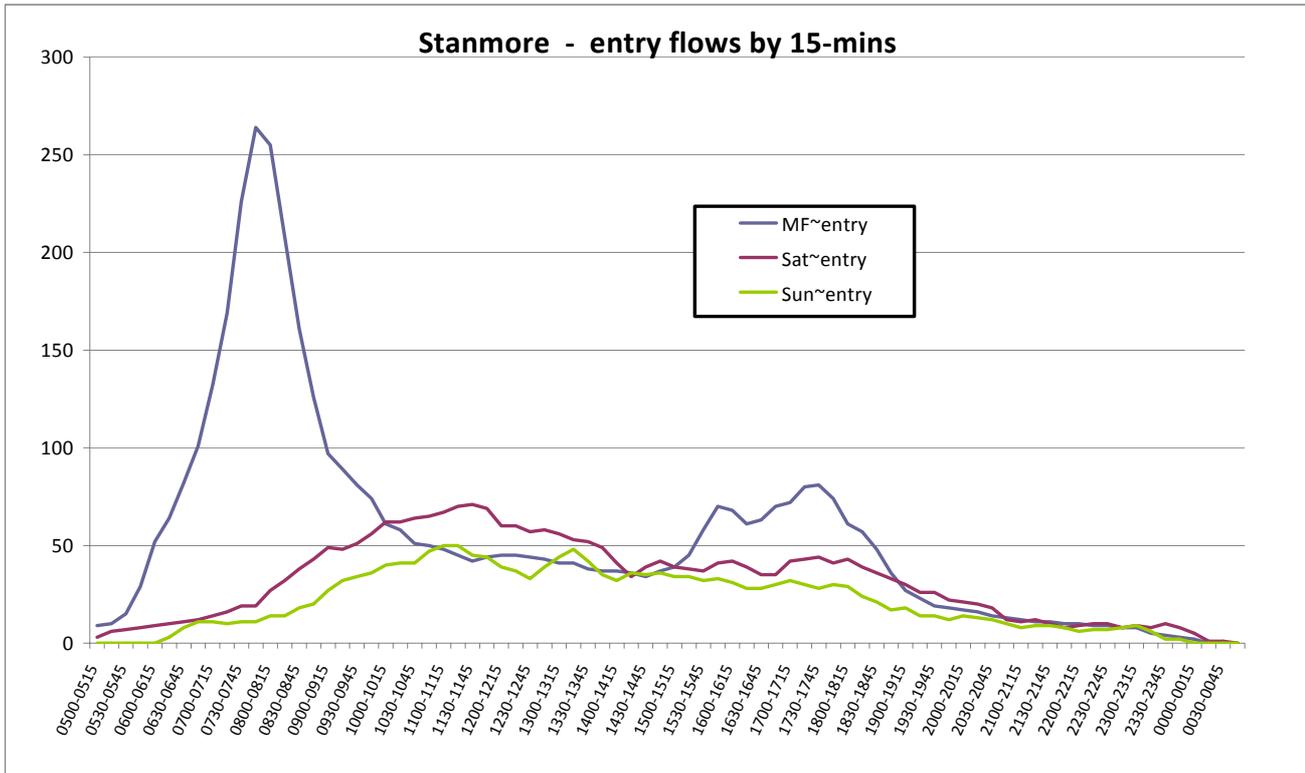
Stanmore Station: Pedestrian Entries and Exits – Weekday, Saturday and Sundays

Around a total of 4350 people **enter** Stanmore station on a weekday.
 Around a total of 4440 people **exit** Stanmore station on a weekday.

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

- **entering** Stanmore station is between **7.45 and 8.15 am**
- **exiting** Stanmore station is between **6.30 and 7.00 pm**

Source: TfL



Bus Routes

4 bus routes serve Stanmore District Centre.

Source: TfL

Bus number	
142	FROM Watford Junction Station TO Brent Cross Shopping Centre
324	FROM Stanmore Station TO Tesco Brent Cross
H12	FROM Stanmore Station TO South Harrow Bus Station
340	FROM Edgware Bus Station TO Harrow Bus Station

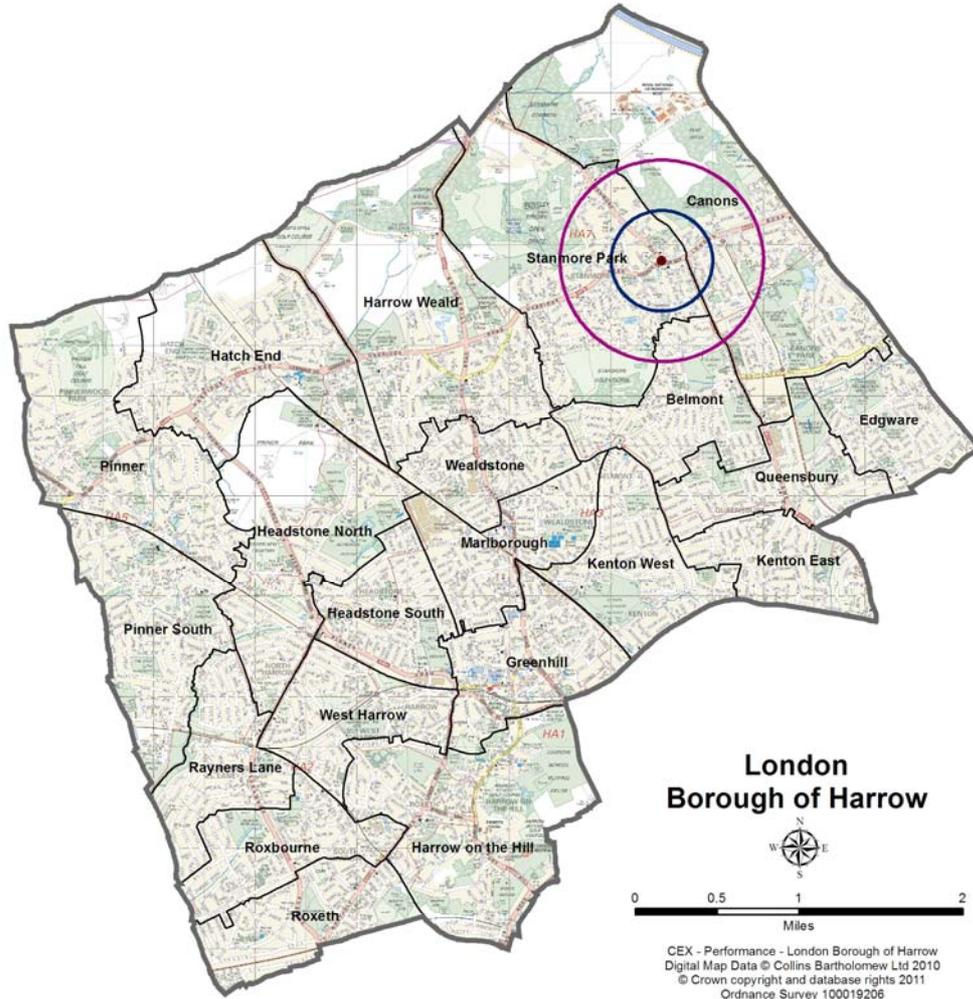
Car Parking

There is off street parking at The Broadway Surface Level Car Park and at Sainsbury's and plentiful on street parking in the service roads along the Broadway, and Church Road.

Pay & Display	Tariffs per Day	Days & Times
THE BROADWAY CAR PARK	50p per hour max 18 hours	MON - SAT 8.00am - 6.30pm
THE BROADWAY CAR PARK	50p per hour max 18 hours	MON - SAT 8.00am - 6.30pm
10 THE BROADWAY	50p per hour max 2 hrs	MON - SAT 8.00am - 6.30pm
22 THE BROADWAY	50p per hour max 2 hrs	MON - SAT 8.00am - 6.30pm
48 THE BROADWAY	50p per hour max 2 hrs	MON - SAT 8.00am - 6.30pm
54 CHURCH ROAD	50p per 30 mins max 2 hrs	MON - SAT 8.00am - 6.30pm

Borough of Harrow Stanmore Customer Insight January 2011

500m and 1000m buffering around Stanmore Hill and Church Road



Produced by:

Harrow Council - Chief Executive: Corporate Performance

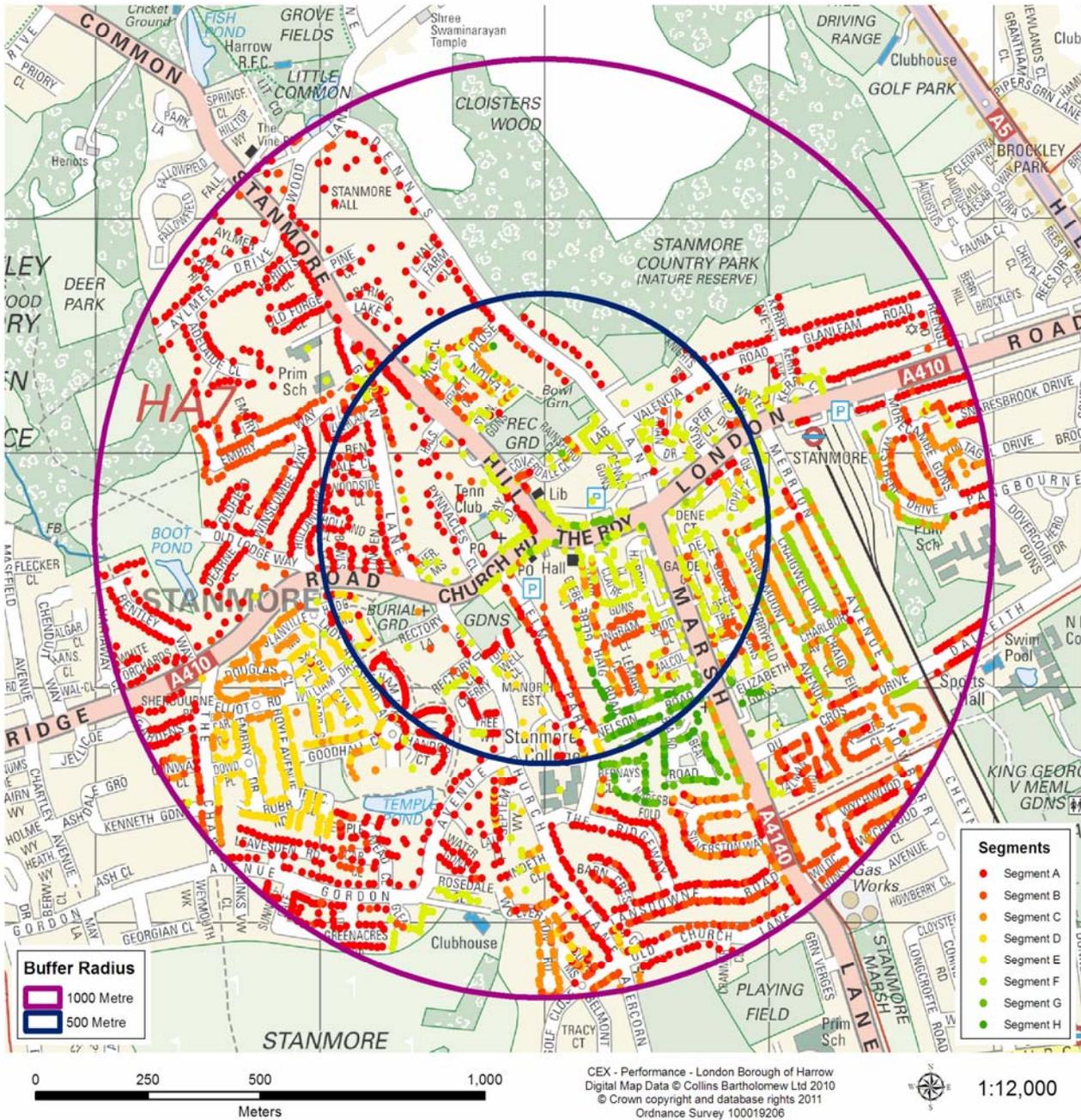


Customer segments within 500m and 1000m Radius of Stanmore hill & Church Road

Stanmore

Customer Profiles around Stanmore Hill and Church Road

Source: Harrow Council: Experian, Customer Insight 2008



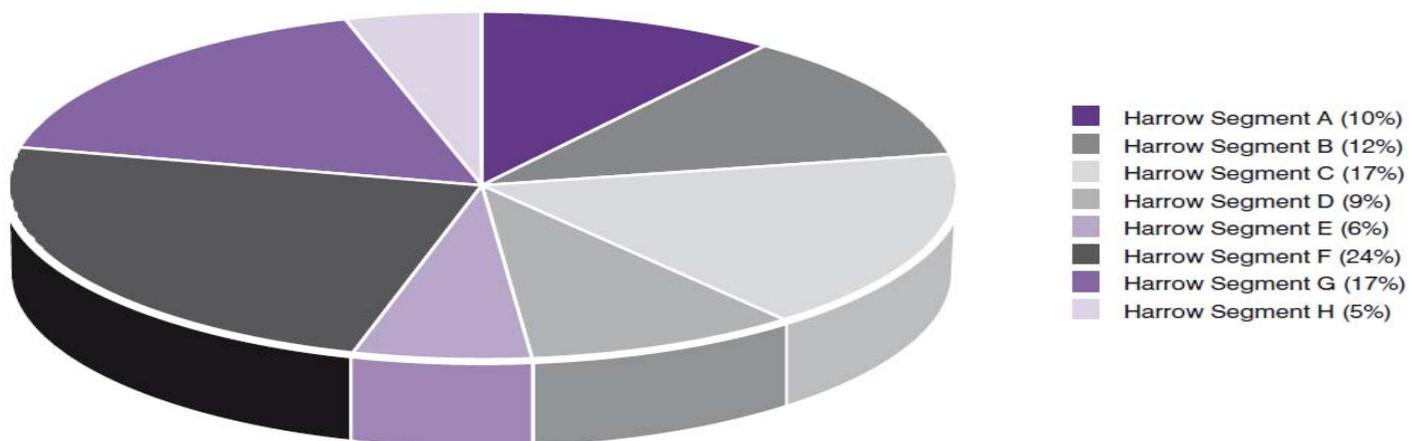
K:\Experian\Harrow Shopping District Profiles\Stanmore Park Data\Stanmore Customer Profiles.mxd

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.

Harrow's households by Segment, 2008

Source: Experian



- The map of the area shows that Segment E makes up just over half of the households in the 500m area and Segments E, A & B make up over 70% of households in the 1,000 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@harrow.gov.uk

¹ © Experian Ltd

Experian Customer Insight²: 2,038 households are within 500 metres of the Stanmore road junction. Over 70% of households are made up of two of the bespoke Harrow Customer Segments. Segment E Comfortably off retired people comprises over 50% of households.

Stanmore Segment E 55% Borough Segment E 6%%	Stanmore Segment A 17% Borough Segment A 10%
<p>Comfortably off retired people</p> <ul style="list-style-type: none"> • Older people and pensioners • Flats and bungalows • Tend to be White British, few ethnic minorities • Lower incomes, but have savings • Some age-related health issues • Prefer face to face transactions 	<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
<ul style="list-style-type: none"> ▪ Very receptive to face to face communication ▪ Segment Es are likely to take advantage of more traditional channels of communication such as mail. ▪ Tend to be unreceptive to the internet, telephone and SMS text messaging 	<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

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: 5,357 households are within 1,000 metres of the Stanmore road junction; over 70% of households are made up of 3 of the bespoke Harrow Customer Segments.

Stanmore Segment E 30 % Borough Segment E 6%	Stanmore Segment A 27 % Borough Segment A 10%	Stanmore Segment B 14 % Borough Segment B 12%
<p>Comfortably off retired people</p> <ul style="list-style-type: none"> • Older people and pensioners • Flats and bungalows • Tend to be White British, few ethnic minorities • Lower incomes, but have savings • Some age-related health issues • Prefer face to face transactions 	<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 fear of crime
<ul style="list-style-type: none"> ▪ Very receptive to face to face communication ▪ Segment Es are likely to take advantage of more traditional channels of communication such as mail. ▪ Tend to be unreceptive to the internet, telephone and SMS text messaging 	<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

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.