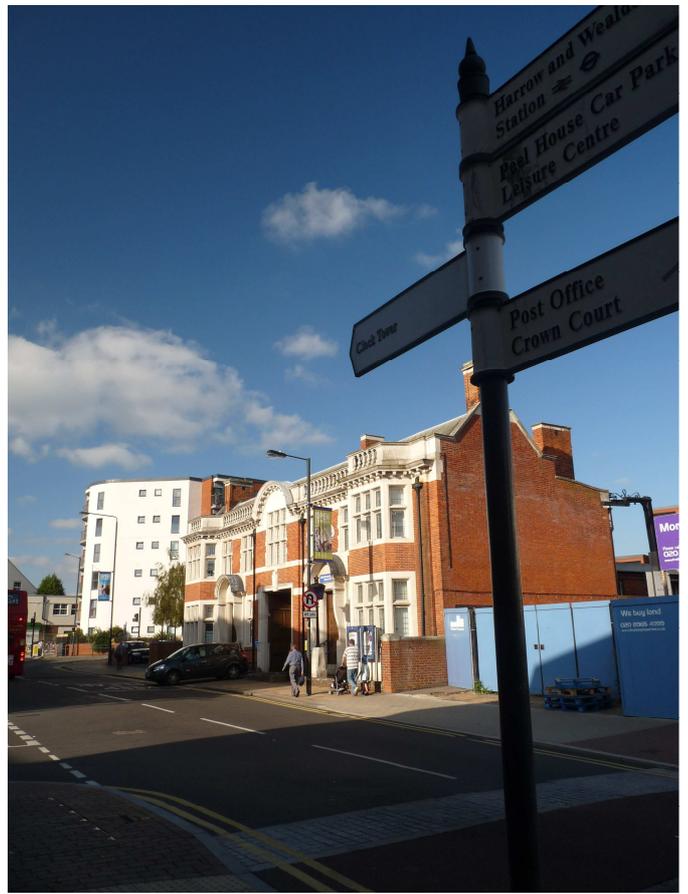


Wealdstone District Centre



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1. Wealdstone District Centre – Introduction

Wealdstone is classified as a District Centre in the Council’s Unitary Development Plan. It has around 160 shops and other services in the Centre.

The District Centre is focused along Wealdstone High Street with Harrow & Wealdstone Station located at the southern end.

Harrow & Wealdstone Station is served by London Overground and London Midland trains as well as the Bakerloo line on the underground.

A number of bus routes run along the High Street and the adjacent George Gange Way. Cars can access the High Street from the south only.

Wealdstone District Centre is located in 2 wards, Marlborough and Wealdstone.

2. Harrow and Surrounding Boroughs

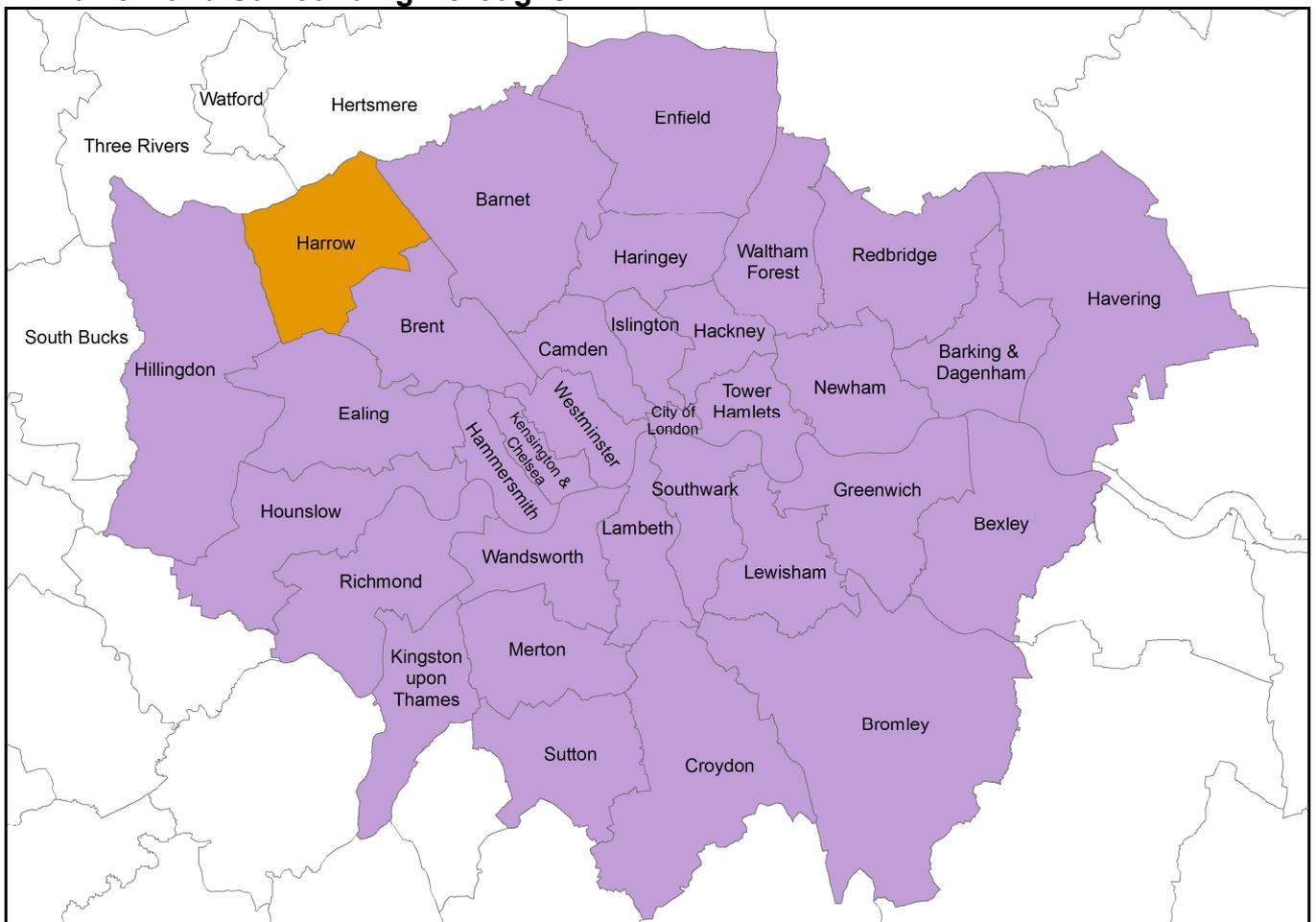
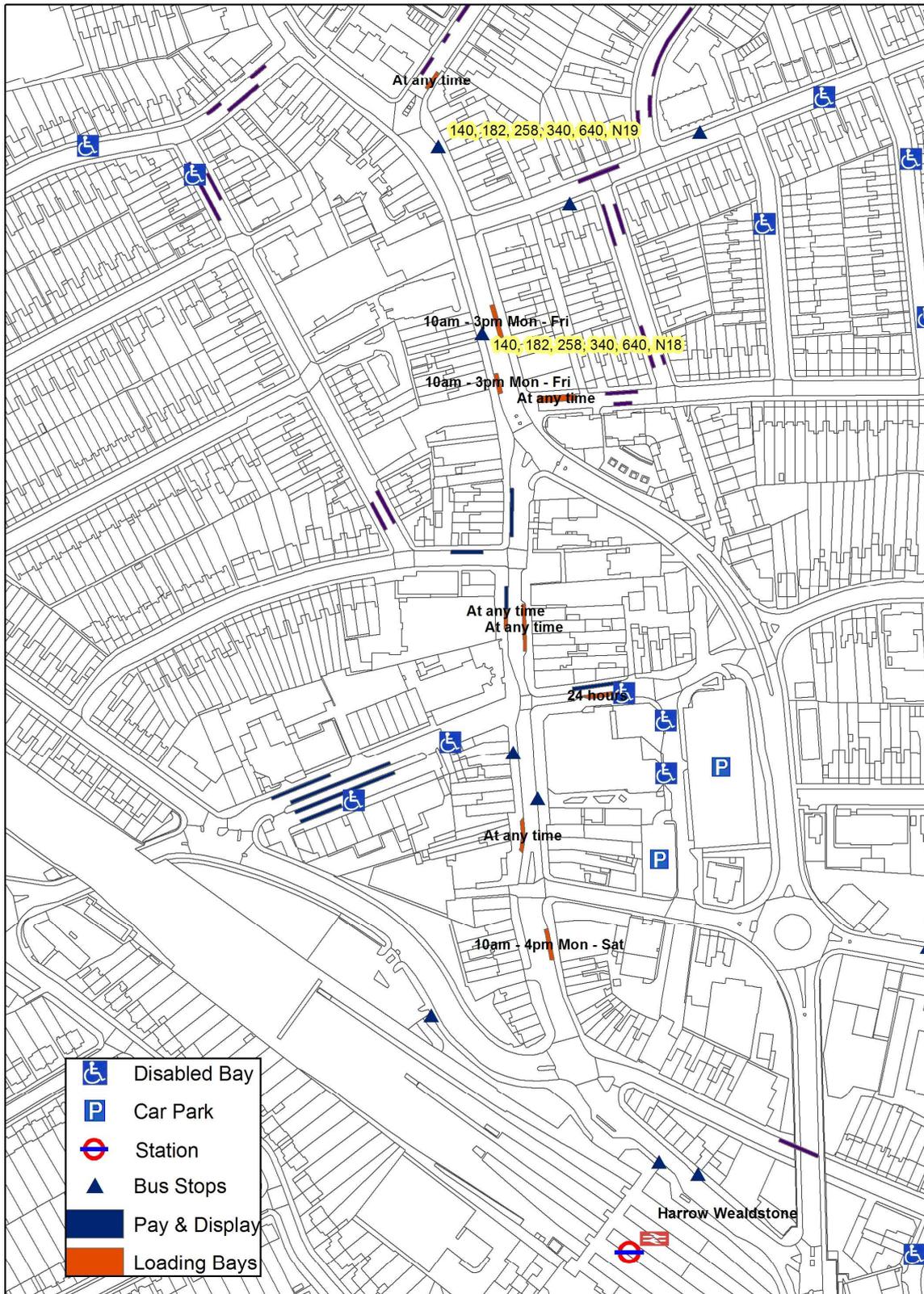


Figure 1: Map of Wealdstone showing Bus Stops, Parking and Loading Bays

See Section 8 Public Transport & Car Parking for further information

Map of Wealdstone showing Bus Stops, Parking & Loading Bays

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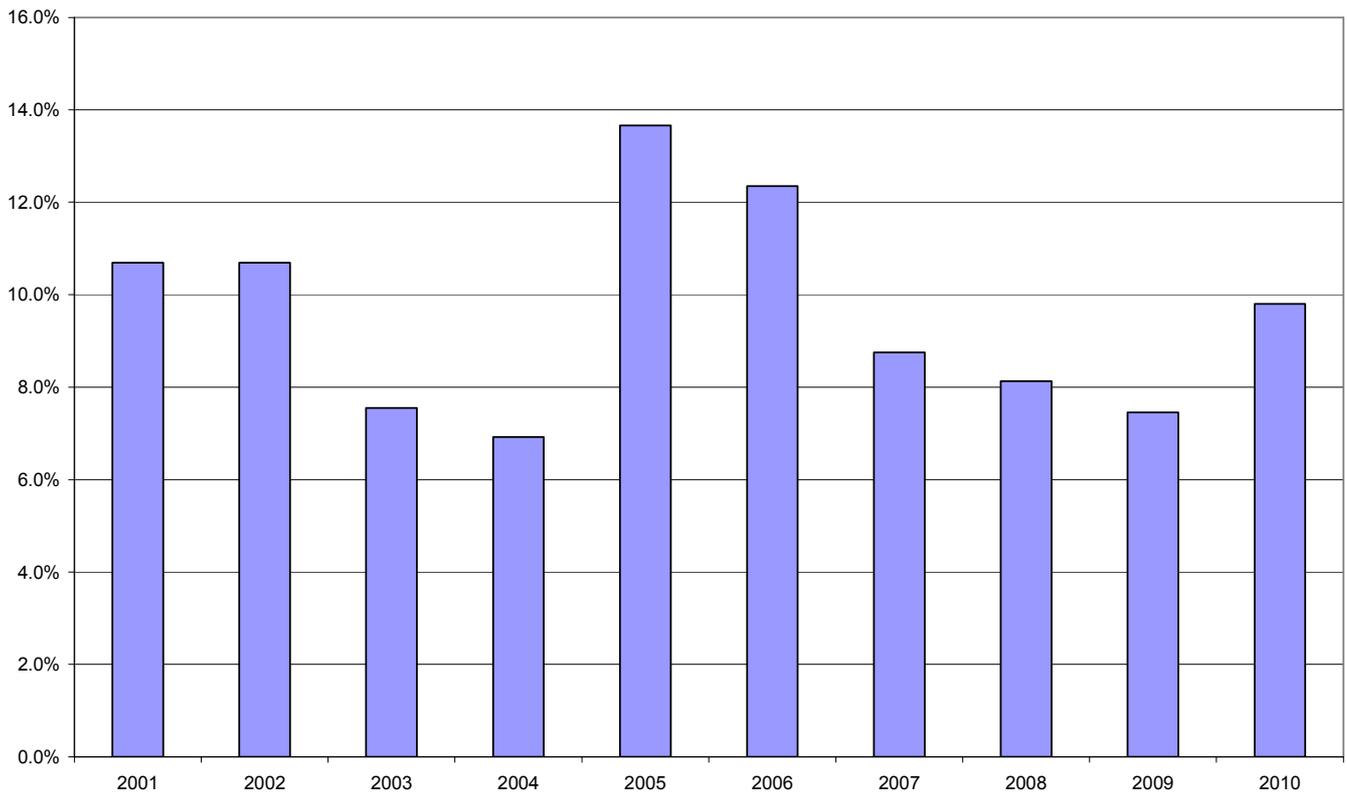
3. Retail Composition

| Type of Business | No of Units |
|---|-------------|
| Comparison | |
| Clothes Shops | 3 |
| Shoe Shop | 1 |
| Tailors | 1 |
| Electrical, Photography, Computing | |
| Electrical goods & Computing | 3 |
| Internet Café | 1 |
| Food & Drink | |
| Bakers | 1 |
| Butcher | 2 |
| Grocers | 15 |
| Off License | 1 |
| Supermarket | 4 |
| Catering Services | 2 |
| Health & Personal | |
| Hair & Beauty | 18 |
| Dentist | 2 |
| Opticians | 2 |
| Chemist | 1 |
| Chinese Medicine | 1 |
| Health Centre/Clinic | 1 |
| House | |
| Bathrooms | 1 |
| Carpets | 1 |
| Furniture | 1 |
| Hardware & Household | 1 |
| Miscellaneous & Specialist | |
| Amusement Arcade | 2 |
| Betting Shop | 2 |

| Type of Business | No of Units |
|---|-------------|
| Car Parts | 2 |
| Charity Shop | 2 |
| Music Shop | 1 |
| Newsagent | |
| Newsagent | 2 |
| Post office | |
| Post office | 1 |
| Financial, Professional & Property | |
| Accountants | 2 |
| Banks & Building Societies | 5 |
| Estate Agents | 5 |
| Insurance | 1 |
| Solicitors | 6 |
| Restaurant/Take Aways/Pubs | |
| Take-away/Restaurant | 21 |
| Public House | 6 |
| Café | 3 |
| Services | |
| Car Hire | 1 |
| Dry Cleaners | 1 |
| Funeral Directors | 2 |
| Launderette | 1 |
| Mini Cabs | 2 |
| Recruitment | 1 |
| Community | |
| Community Centre | 1 |
| Library | 1 |
| Place of Worship | 1 |

Vacancy Rate:

Number of Vacant Units as a Proportion of Total Units (2001 to 2010)



Source: Harrow Council Monitoring

4. Available Property

Rents for a standard retail unit in Wealdstone are between **£11000 & £13000 per annum** depending on exact location. This equates to **£12 to £18 per square foot**.

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

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 vesting www.harrow.gov.uk/businessrates.

6. Planning

| Primary frontages | Secondary frontages |
|--|--|
| 19-71 High Street The Sam Maguire P.H. 26-66 High Street The Case is Altered P.H. | 1-13 Masons Avenue 1-17B High Street 1-15B Headstone Drive Post-Office - 30 Headstone Drive 2-22 High Street 73-87A High Street 1-2 Church Parade 86-112 High Street 2-14 Canning 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 6082.

7. Local Population and Catchment Area Information

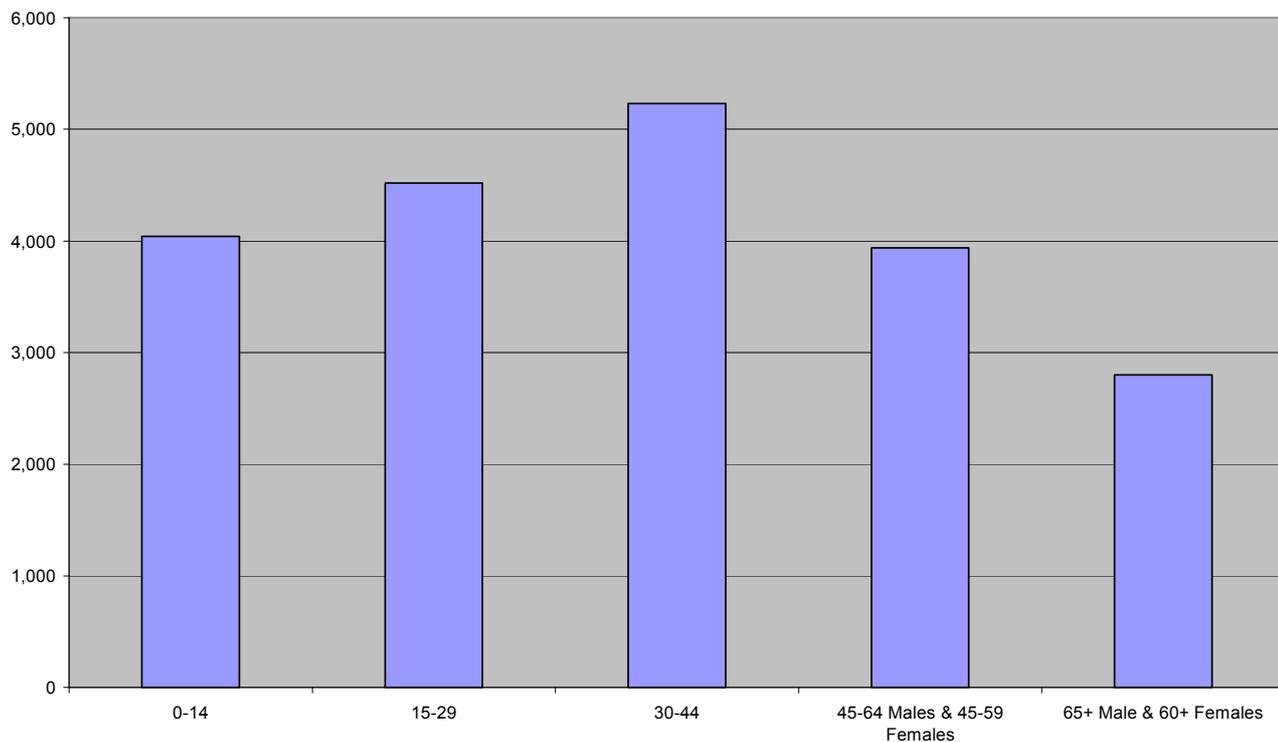
Within 0.5 kilometre of the centre of Wealdstone, there is a population of around 7,560 people. This increases to 23,530 within a 1 kilometre radius. A total of 20,520 people live in the 2 wards around Wealdstone.

Within 500 metres of Wealdstone, 55% are classified as within Harrow Segments G. Within 1 kilometre, almost 66% of households are made of Harrow Segments F & G. (see **Appendix A** for explanation of Harrow segments and further information).

Population by Age in Wealdstone Area (Marlborough and Wealdstone Wards)

| Age Group | Population |
|-----------------------------|---------------|
| 0-14 | 4,040 |
| 15-29 | 4,520 |
| 30-44 | 5,230 |
| 45-64 Males & 45-59 Females | 3,940 |
| 65+ Male & 60+ Females | 2,800 |
| Total | 20,520 |

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

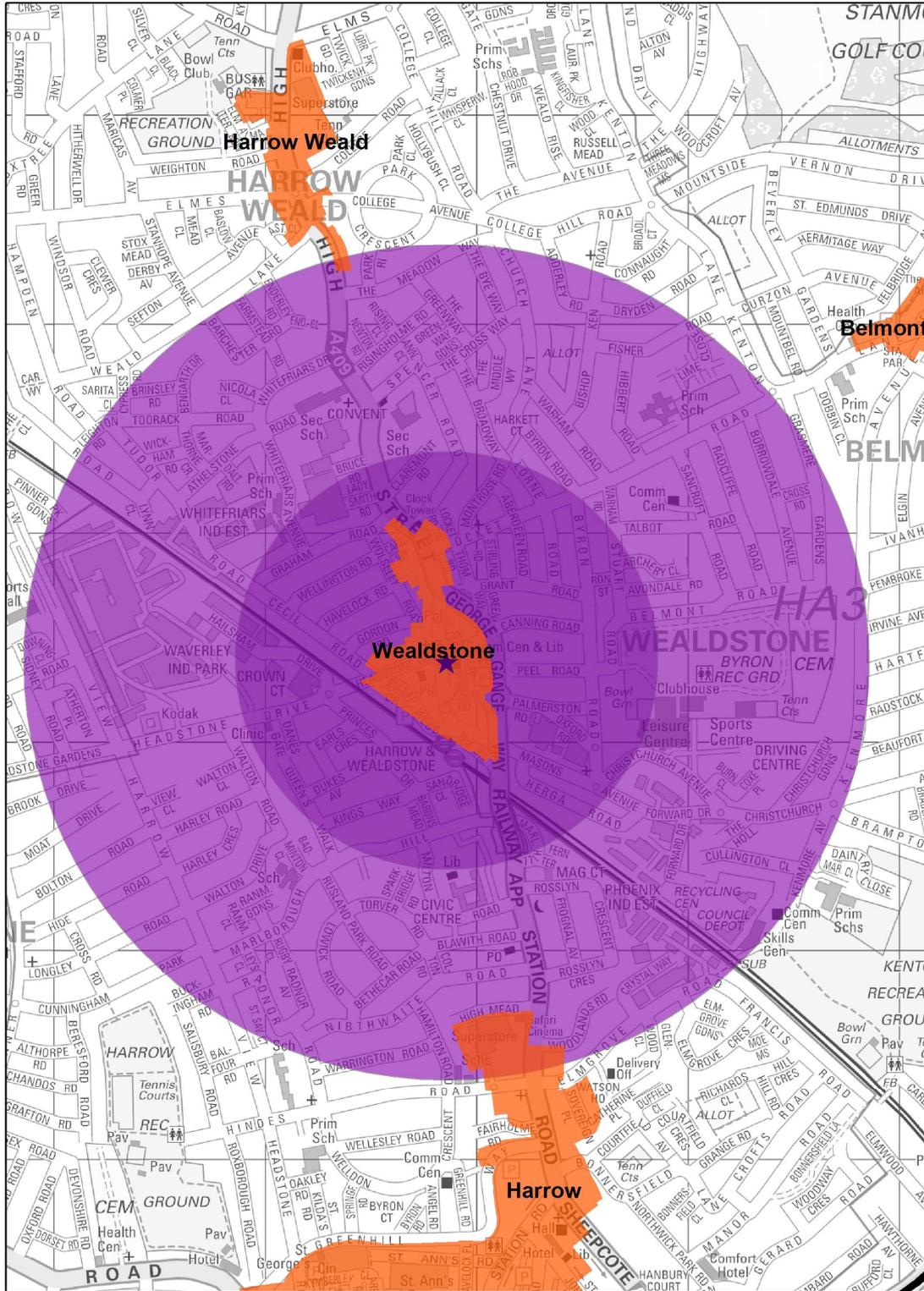


Map of Wealdstone with Nearest Other Town and District Centres

| Closest Centres | Distance |
|------------------------|--------------------|
| Harrow | 1.4 km (0.9 miles) |
| Harrow Weald | 1.3 km (0.8 miles) |
| Belmont | 1.4 km (0.9 miles) |
| Kenton | 1.8 km (1.1 miles) |

Map Showing 0.5km and 1km Distances from Wealdstone

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Legend

- Town Centres
- Borough boundary



8. Public Transport and Car Parking

Harrow and Wealdstone Station

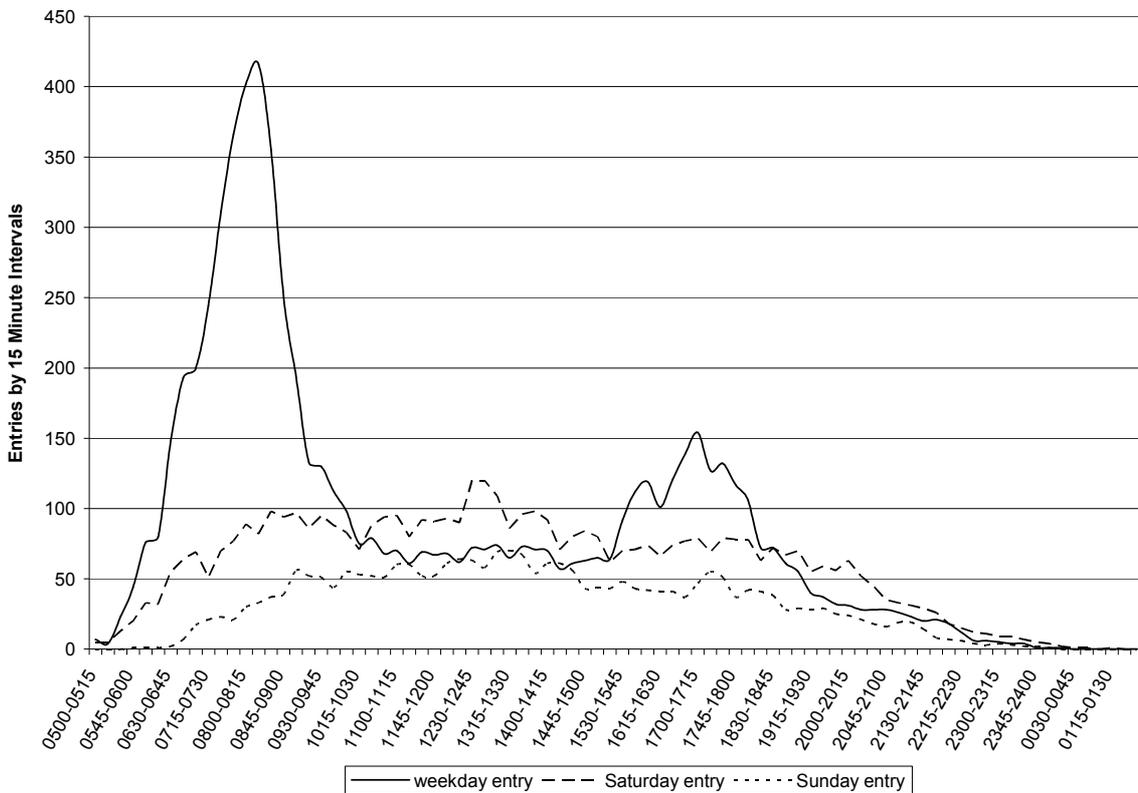
Pedestrian Entries and Exits – Weekday, Saturday and Sundays

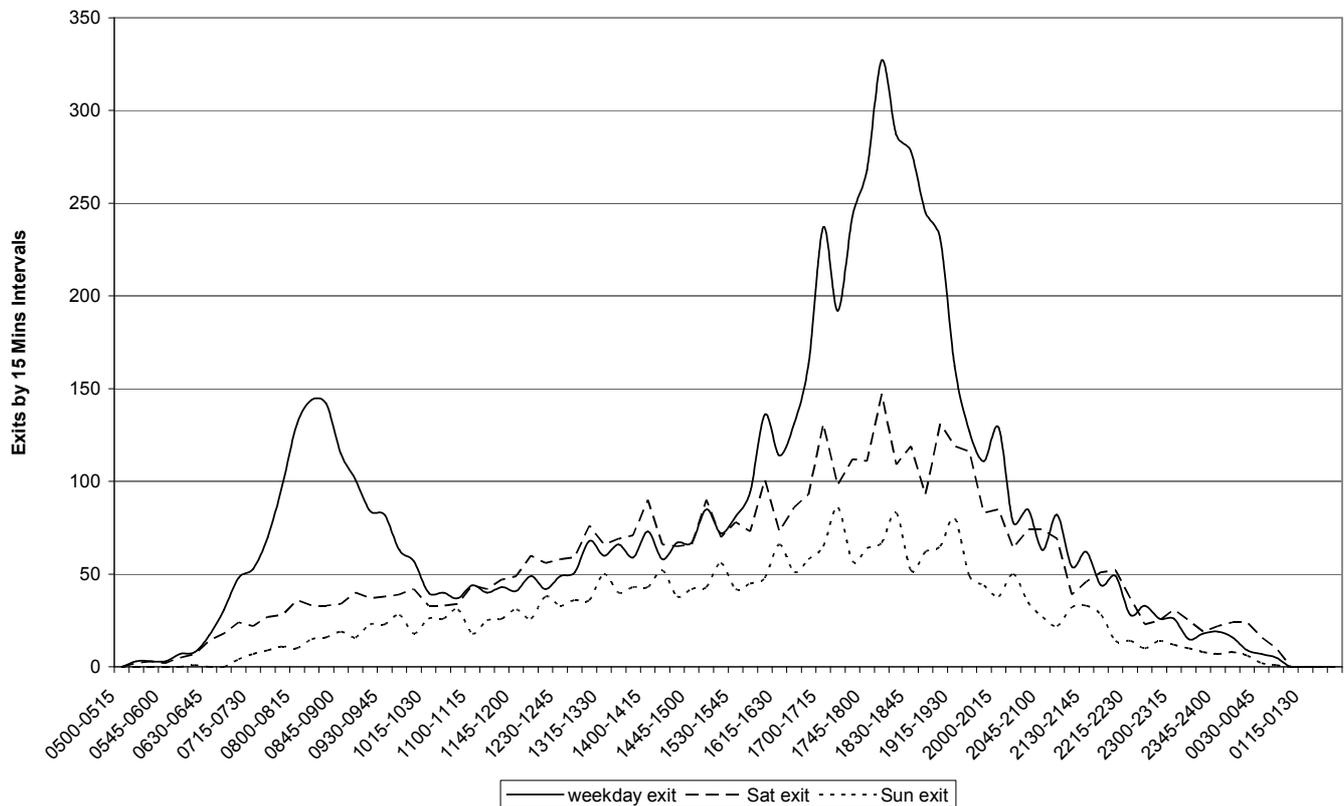
Around a total of **7000** people **enter** Harrow and Wealdstone station on a weekday.
Around a total of **6800** people **exit** Harrow and Wealdstone station on a weekday.

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

- **entering** Harrow and Wealdstone station is between **8.15 and 8.30 am**
- **exiting** Harrow and Wealdstone station is between **6.00 and 6.15 pm**

Source: TfL 2011





Bus Routes

8 bus routes serve Wealdstone District Centre.

Source: TfL

| Bus number | |
|------------|---|
| H10 | From Harrow Bus Station To Harrow Bus Station |
| 9 | From Harrow Bus Station To Harrow Bus Station |
| 140 | 24hr From Heathrow Airport Central Bus Station To Long Elmes |
| 186 | From Northwick Park Hospital Social Club To Brent Cross Shopping Centre |
| 640 | From South Harrow Station To Bentleywood High School |
| 182 | From Bannister Playing Fields To Brent Cross Shopping Centre |
| 258 | From Watford Junction Station To South Harrow Bus Station |
| 340 | From Edgware Station To Harrow Bus Station |

Car Parking

There is 30 minutes free parking at the Peel Road car park located between George Gange Way and High Street. There is also off street parking in Palmerston Road Car Park. There is limited on street parking available throughout the Centre as described in the table below and show in figure 1.

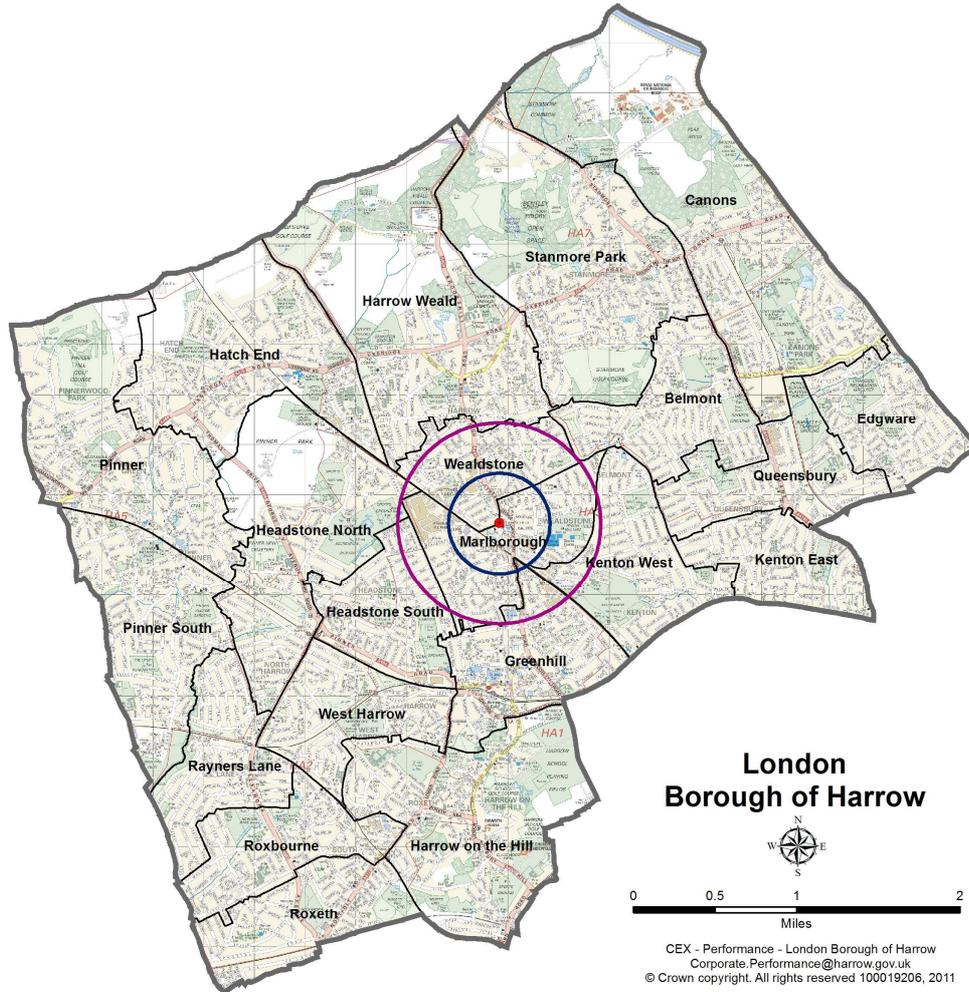
| Pay & Display | Tariffs per Day | Days & Times |
|---|---|-----------------------------|
| Palmerston Road Car Park | 50p per hour | MON - SAT 8.00am - 6.30pm |
| 15 Headstone Drive Outside In Toto 20 Headstone Drive Outside Heriot Catering 30 Headstone Drive Outside Headstone Tandoori | 30p per 20 mins £10 over 3 hrs | MON - SAT 8.00am - 6.30pm |
| Sandridge Close Behind Harrow & Wealdstone Station | £3.50 per visit | MON - SAT 8.00am - 6.30pm |
| Outside 2 Wolseley Road Outside 72 Wolseley Road Opp. 3 Graham Road Montrose Road Outside Church Thompson Road Thompson Road Ladysmith Road Spencer Road | 30p per 30 mins up to 3 hrs £10 over 3 hrs | MON - SAT 8.00am - 6.30pm |
| Outside 5 Locket Road | 30p per 30 mins up to 3 hrs £10 over 3 hrs | MON - SAT 10.00am - 3.00 pm |
| High Street, Wealdstone Outside In Shops Gordon Road | 30p per 20 minutes. £10 over 3 hours | MON - SAT 8.00am - 6.30pm |
| High Street, Wealdstone Opp Police Station | 30p per 20 minutes. £10 over 3 hours | MON - SAT 10.00am - 6.30pm |
| Canning Road | 30p per 20 minutes. £10 over 3 hours | MON - SAT 8.00am - 6.30pm |
| Masons Ave (Under Bridge) | 30p per 20 minutes. £10 over 3 hours | MON - SAT 10.00am - 4.00pm |

APPENDIX A

Harrow Council

Wealdstone Customer Profiles

500m and 1000m Buffering around Headstone Drive & High Street



Produced by:

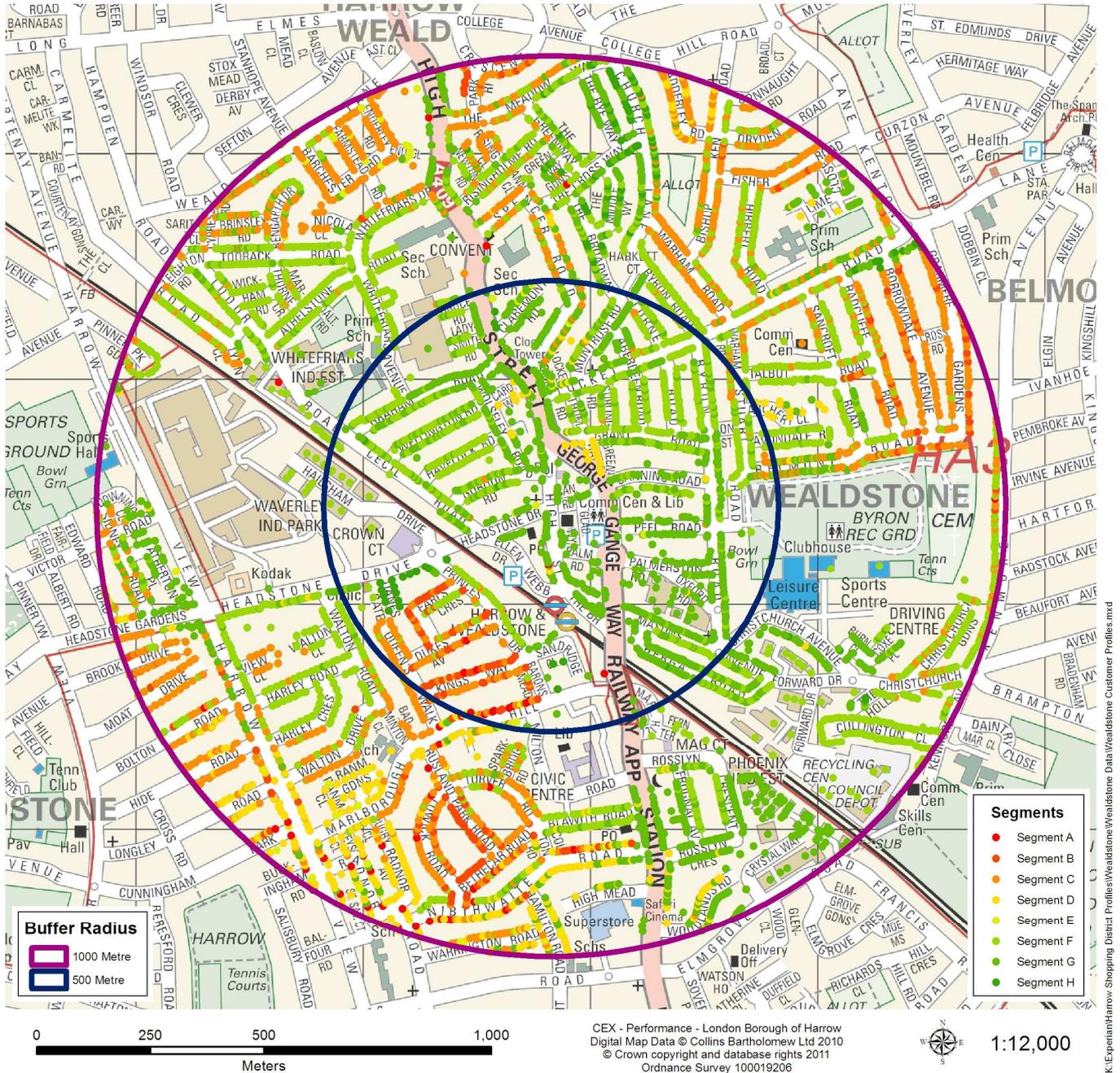
Harrow Council - Chief Executive: Corporate Performance Team

Customer Profiles within 500m and 1000m radius of Headstone Drive and High Street

Wealdstone

Customer Profiles around Headstone Drive and High Street

Source: Harrow Council: Experian, Customer Insight 2008

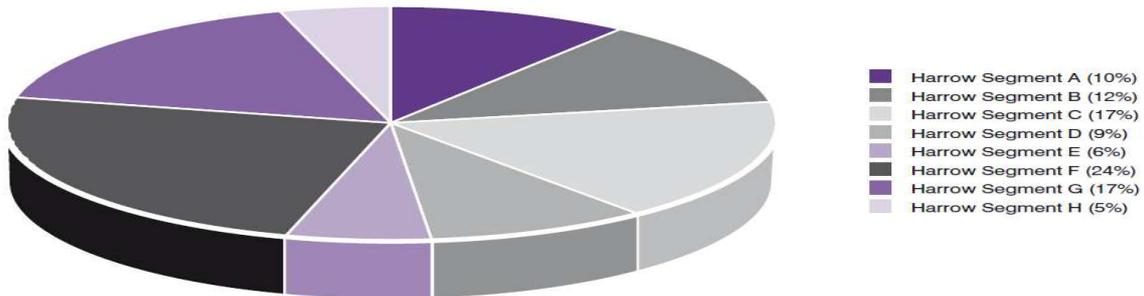


Harrow Customer Insight – Experian Customer Segments

- 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.
- 3,070 households are within 500 metres of Wealdstone road junction and 9,344 households are within 1,000 metres of the junction.

Harrow's households by Segment, 2008

Source: Experian



Breakdown of Harrow's households by Segment Vitality Profile

- The map and data of the area shows that Segment G dominates in the 500m & 1,000m Wealdstone area. In the 500m area 55% of households are Segment G – ethnic minorities in urban areas. In the 1,000 area just over a third are segment G and just under a third are segment F- Suburban larger families on moderate income.

¹ © 2010 Harrow Council & Experian Ltd

Experian Customer Insight: The below tables displays 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

| 500m Wealdstone Segment G 55.47% 1,000m Wealdstone Segment G 36.13% Borough Segment G 17% | 500m Wealdstone Segment F 25.05% 1,000m Wealdstone Segment F 29.13% Borough Segment F 24% | 1,000m Wealdstone Segment C 17.53% Borough Segment C 17% |
|---|--|---|
| Ethnic minorities in urban areas <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 | Suburban larger families on moderate income <ul style="list-style-type: none"> • Families with children • Suburban, semis or terraced • 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 relatively low victims of crime rates | Middle aged families in suburban neighbourhood <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 |
| Communication Preferences | | |
| Segment G | Segment F | Segment C |
| <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 | <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"> ▪ 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 |