LONDON BOROUGH OF HARROW

Belmont Local Centre Investment Profile

Business data and catchment characteristics
2024-25

LONDON BOROUGH OF HARROW

CONTENTS

1	Introduction	3
2	Demographic Characteristics	5
3	Belmont Circle - Catchment Insights	8
4	Composition of Retail Units and Floorspace	12
5	Retail and Office Rents	13
6	Business Rates	13
7	Transport Linkages and Passenger Footfall	14
8	Schools and Colleges in the Catchment Area	15
9	Belmont Circle - Streetscape	17
10	Local Estate Agents	22
11	Belmont Circle Trader's Association	23
12	Appendix: Description of Relevant Planning Use-Classes	24

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1. Introduction

Purpose of the investment profile

This guide has been produced by The London Borough of Harrow to support businesses looking to locate and invest within Harrow's town centres. It contains intelligence and data relevant for doing business locally together with information on other resources available for support and guidance.

The Council is committed to working with businesses and to collaborate closely with our business community. The Council offers wide-ranging business focused initiatives and has adopted an ambitious regeneration and investment strategy. The Harrow Economic Strategy 2023- 2026[1] further outlines the key priorities and programmes to develop a thriving and sustainable local economy.

London Borough of Harrow

We believe Harrow is a unique and great place to live and work and we know attracting businesses to invest in the area is key to a thriving local economy. It is ideally located in London and one of the top 10% most densely populated local authority areas in England. Harrow has a population of 261,203 (c.3% of London population) residing in c. 89,642 households, and a population density of 5,175.4 persons per sq.km (London 5,597.6 persons per sq.km).

Harrow is one of the safest boroughs in London, one of the most diverse in the country and with eight Green Flag awards, our parks are among the best green and open spaces. The borough is within easy access and well connected by public transport to Heathrow airport hub and the City of London.

In addition to the Harrow Town Centre, the London Borough of Harrow has fourteen town centres of which nine are classified as District Centres. Together, they provide significant business opportunities, jobs for local residents and serve social and community needs.

Figure 1 : ***Harrow and Surrounding Boroughs***

Source: https://map.comersis.com/United-Kingdom-maps-GB

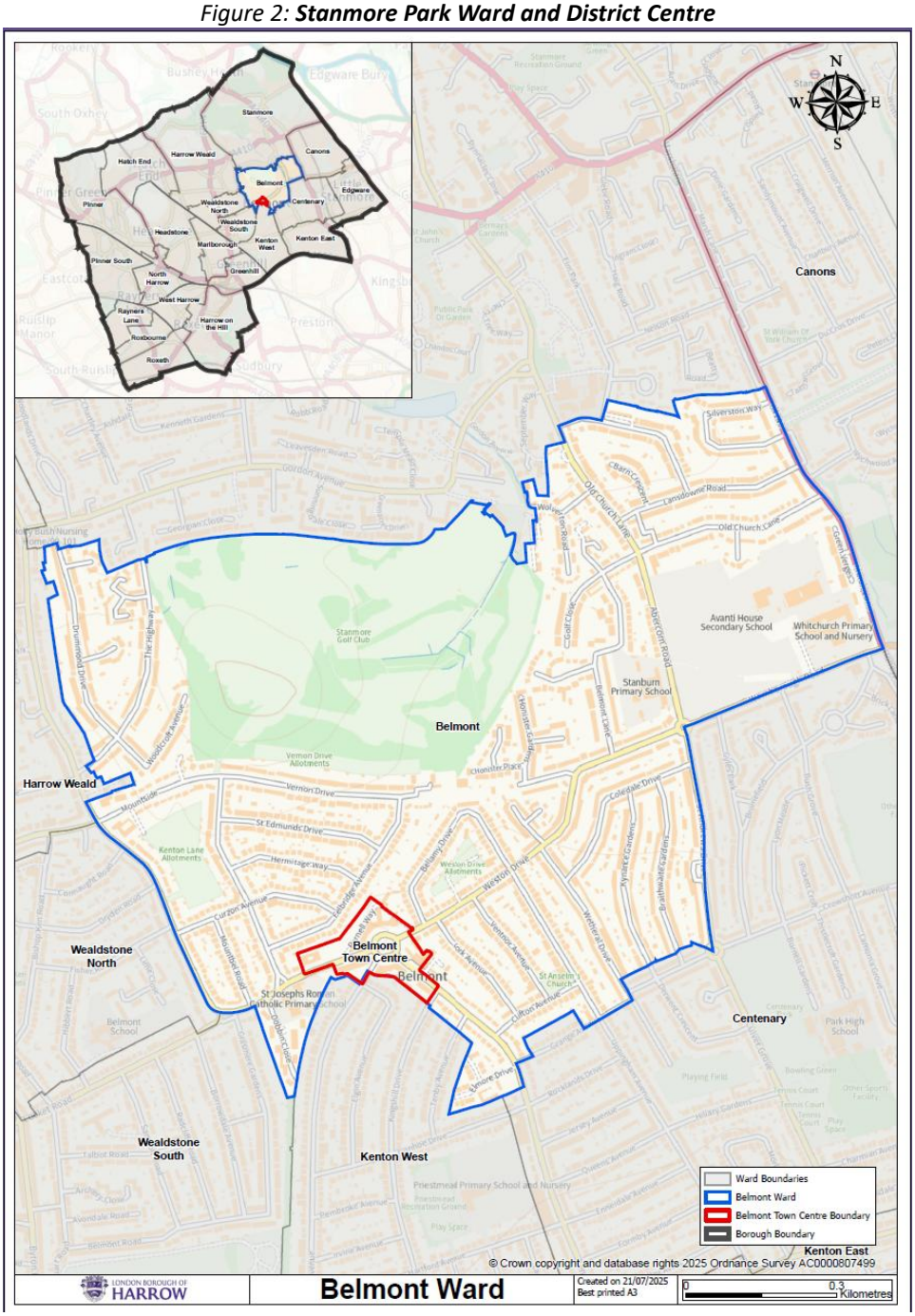
[1] https://www.harrow.gov.uk/downloads/file/31727/HC_economic_strategy_06.pdf

Belmont Local Centre

Belmont Circle and surrounding commercial area is classified as a **Local Centre** under the London Plan 2016 and located within Belmont Ward. The Local Centre is located at the intersection of Kenmore Avenue, Weston Drive and Kenton Lane. There are c. 50 shopfronts occupying approximately 6,581 sq.m. floor space.

It is served by 2 bus routes, and the closest train station is *Harrow and Wealdstone* located c. 1.8 miles South-East of the Local Centre. It is served by the Bakerloo Line (tube) and Lioness overground, as well as the national railway – West Midlands Railway and Southern Railway.

Figure 2: ***Stanmore Park Ward and District Centre***



2. Demographic Characteristics

Belmont Local Centre is located within Belmont ward, which has a total population of 9,021 (Census 2021). The key demographic characteristics of the ward are described below.

The average population density in Belmont Ward is *4,874.9 persons per sq.km*. In comparison, the London Borough of Harrow has an average population density of 5,175.4 *persons per sq.km.*

Table 1:Total Population

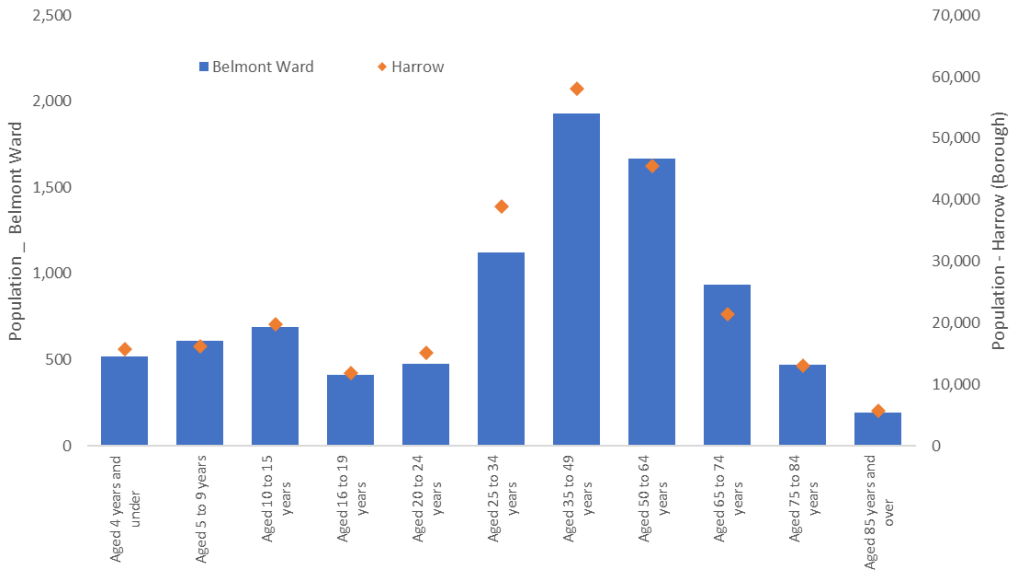
	Belmont Ward		London Borough of Harrow	
	Population	%	Population	%
All persons	9,021	100.0	261,203	100.0
Male	4,459	49.4	128,797	49.3
Female	4,562	50.6	132,406	50.7

Source: www.nomisweb.co.uk/sources/census_2021

Population by age categories in Belmont Ward

The proportion of working-age population in Belmont Ward (16-64 years) is c.62% (5,609 residents), compared with c.65% in Harrow, and 63% across England.

c. 14% of the population is in the 5-15yr age-group which is higher compared to Harrow (13.7%) and England (13.1%). The proportion of population above 65 years is c. 18%, compared to 15.4% in the borough.



Population by Ethnicity

Table 2: Ethnicity

	Belmont Ward		London Borough of Harrow	
Ethnic group	Population	%	Population	%
Asian, Asian British or Asian Welsh	4,578	50.7	118,152	45.2
Black, Black British, Black Welsh, Caribbean or African	419	4.6	19,151	7.3
Mixed or Multiple ethnic groups	267	3.0	9,833	3.8
White	3,201	35.5	95,233	36.5
Other ethnic group	557	6.2	18,836	7.2

Source: www.nomisweb.co.uk/sources/census_2021

Figure 3: ***Belmont Local Centre Catchment Illustration***

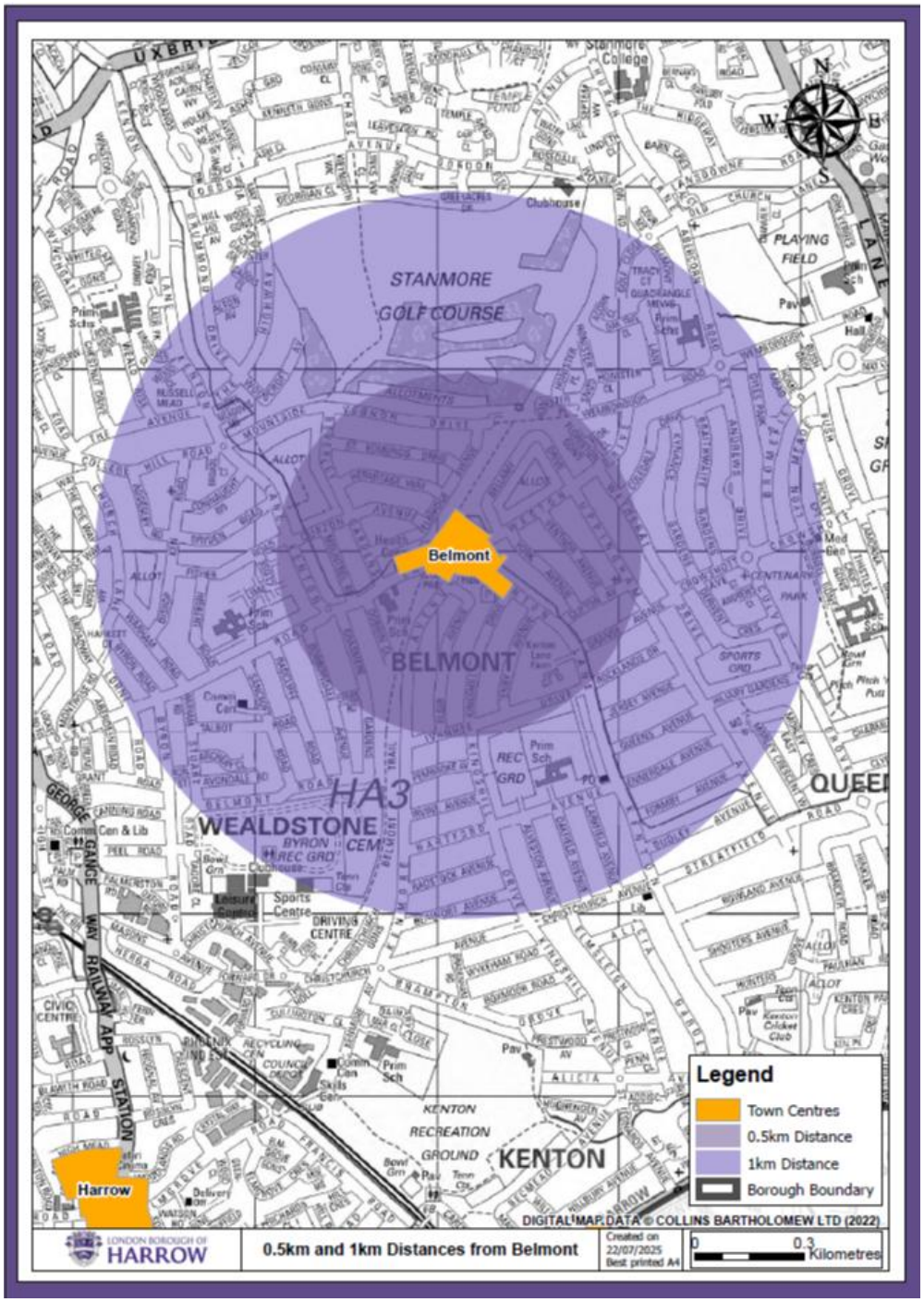


Table 3: ***Distance to Harrow and Nearest Town Centres***

Closest District Centres	Distance in miles (Kilometres)
Stanmore	1.7 (2.7)
Wealdstone	1.0 (1.6)
Harrow Weald	1.2 (1.9)
Harrow Town Centre	2.6 (4.2)

LONDON BOROUGH OF HARROW

3. Belmont Circle Catchment Insights

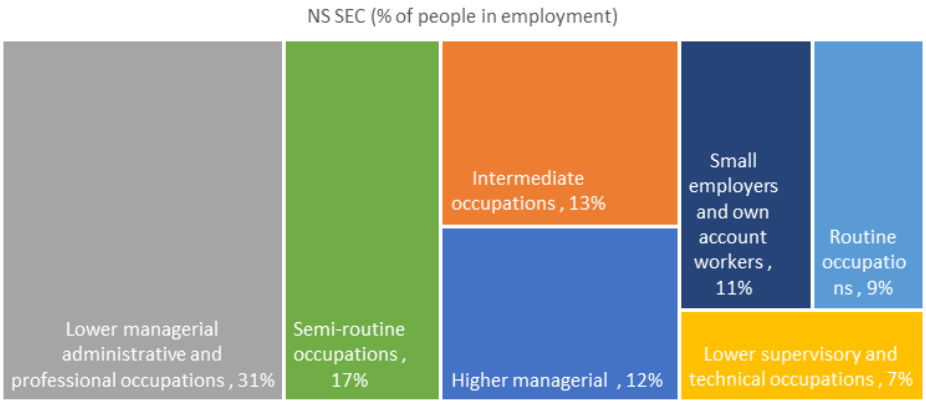
We have used Acorn segmentation to analyse the customer information for c. 12,253 households which are located within a 20-minute walking distance (approximately 1.0 mile) from the district centre.

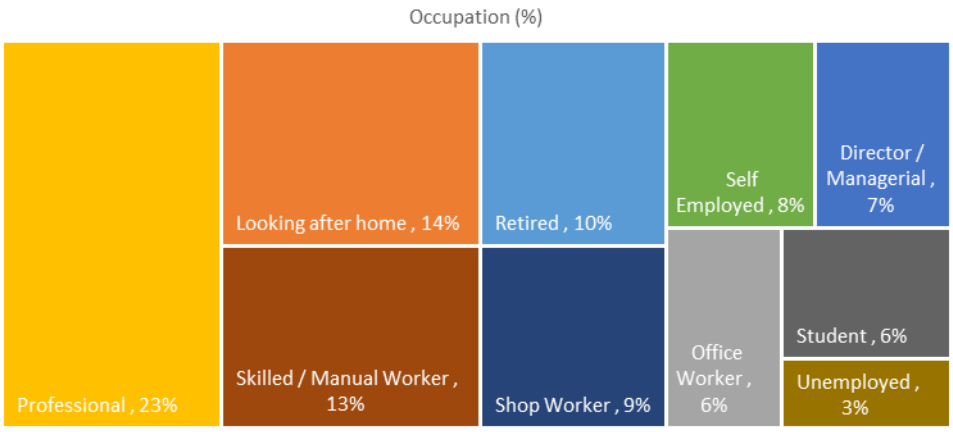
The Top 5 customer segments represented in this catchment area are described below.

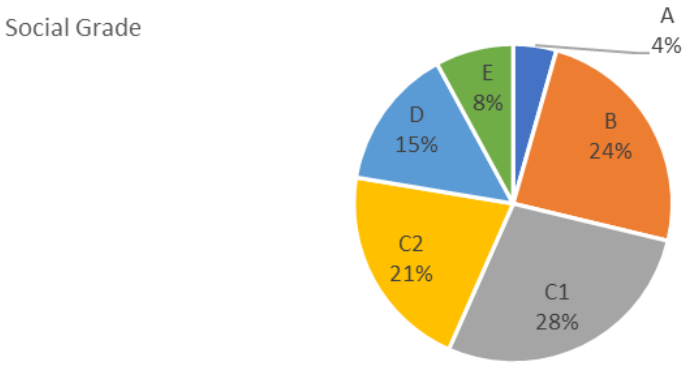
For more information about what these categories mean please use this link to access the Acorn User Guide.

Acorn Category	% Households in the catchment	Acorn Definition	Acorn Category as UK percentage
Comfortable Communities	58%	This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semirural areas.	27.0%
Affluent Achievers	12%	These are some of the most financially successful people in the UK. They live in affluent, high-status areas of the country. They are healthy, wealthy, and confident consumers.	22.5 %
Urban Adversity	12%	This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.	17.0%
Rising Prosperity	10%	These are generally younger, well educated, professionals moving up the career ladder, living in our major towns and cities. Singles or couples, some are yet to start a family, others will have younger children.	9.3%
Financial Stretched	7%	This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.	23.2%

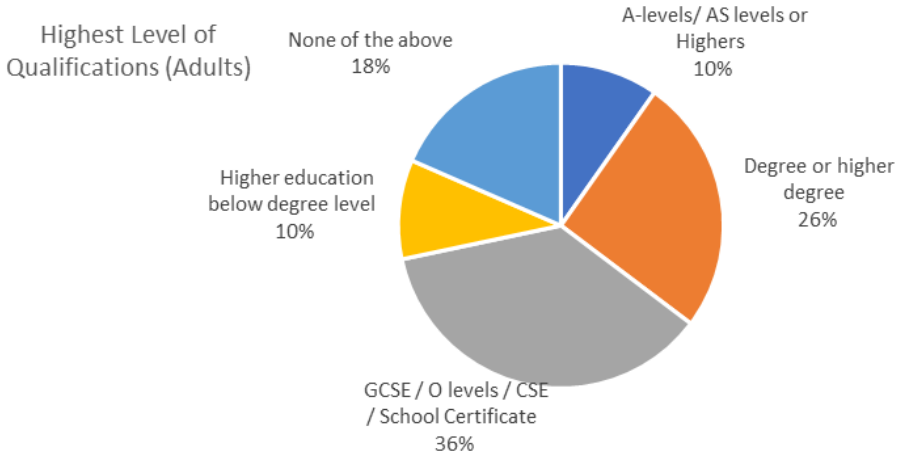
- **Underlying socio-economic characteristics of the catchment population**



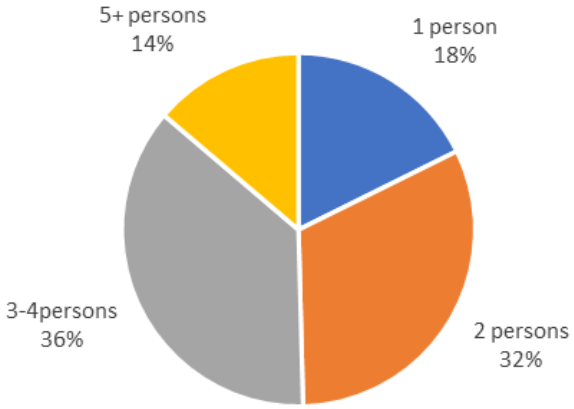




National Statistics Socio-Economic Classification



Household Size



Household Annual Income

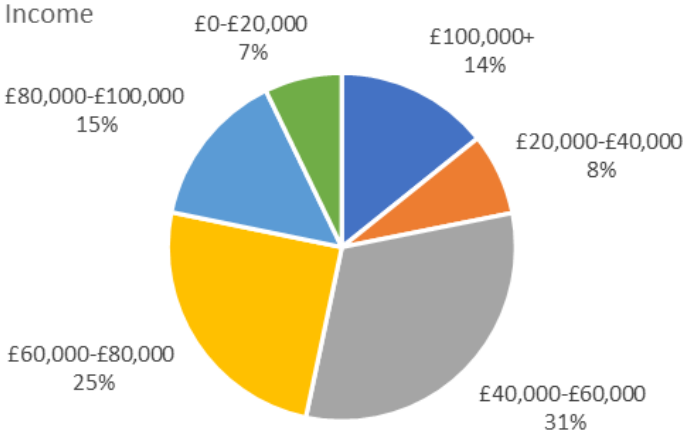
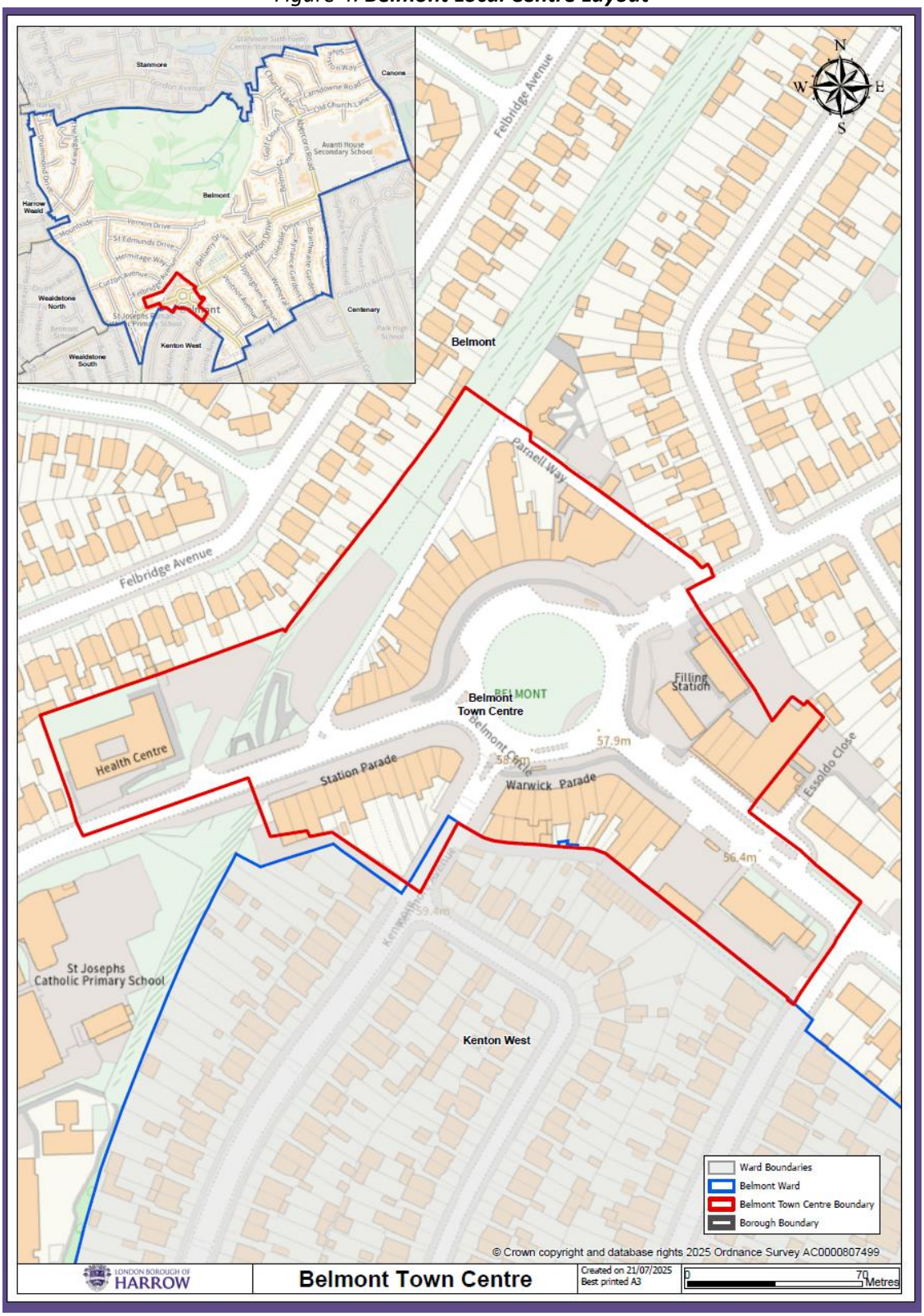


Figure 4: ***Belmont Local Centre Layout***



4. Composition of Retail Units and Floor Space

Table 4: ***Total floor space under retail use, services, and ground floor office use***

Stanmore District Centre[2]	Units		Floorspace	
	No.	%	sq.m	%
A1 Retail	29	58.00%	3817	58.00%
A2 non-retail	5	10.00%	376	5.71%
A3 non-retail	3	6.00%	306	4.65%
A4 non-retail	3	6.00%	828	12.58%
A5 non-retail	4	8.00%	307	4.66%
SG non-retail	3	6.00%	594	9.03%
B1 non-retail	0	0.00%	0	0.00%
Other	3	6.00%	353	5.36%
Total	50	100.00%	6,581	100.00%

Table 5: ***Composition of retail, service, and office units***

Type of business	No of Units
Apparel and accessories	
Clothes shop	0
Jewellers	0
Shoe shop	1
Electrical, photography, computing	
Phone shop	0
Food & drink	
Bakers & Delicatessen	2
Supermarket	1
Butchers	1
Grocers	2
Ice cream parlour	1
Restaurant/Take Aways/Pubs	
Sandwich Shop	0
Restaurant	4
Take Away	4
Public House	2
Café	2
Health & personal	
Hair & Beauty	6

Type of Business	No of Units
Newsagent	1
Financial, professional & prosperity	
Banks & building societies	2
Estate Agents	3
Mortgage Advisors	1
Insurance Office	1
House	
Carpets	0
Furniture	1
Bathrooms/kitchens	1
Community	
Community centre	1
Miscellaneous	
Off Licence	2
Forecourt-petrol pump	1
Massage parlour	0
Education	1
Betting shop	2
Funeral Director	1

[2] **Refer Appendix 1 for the description of Use Classes**

Opticians/audiologists	2
Dental practice	1

Services	
Dry cleaners/clothes repair	1
Computers and IT Support Services	2

5. Retail and Office Rents

Belmont Local Centre and areas in the vicinity offer a variety of sizes for retail use.

- Estimated current rent for retail shops and mixed-use units vary **from £ 18 - £24 per sq.ft**. **per year**, excluding VAT and deposits. Retail units are available in a range of sizes, from c. 400 sq.ft. to c. 2,500 sq.ft.

Please note that rents would vary based on the location, size, access, property condition and lease tenor amongst other factors.

These estimates are based on the properties listed on the following online property portals:

https://propertylink.estatesgazette.com/

https://www.loopnet.co.uk/

https://completelyretail.co.uk/

https://www.onthemarket.com/

For more information about availability of office properties, you can also refer to information available at Available business and industrial estate premises – London Borough of Harrow

6. 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.

Information on relief and exemptions on business rates is also available on the website.

7. Transport Links and Passenger Footfall Data.

Figure 5: ***Main transport links***

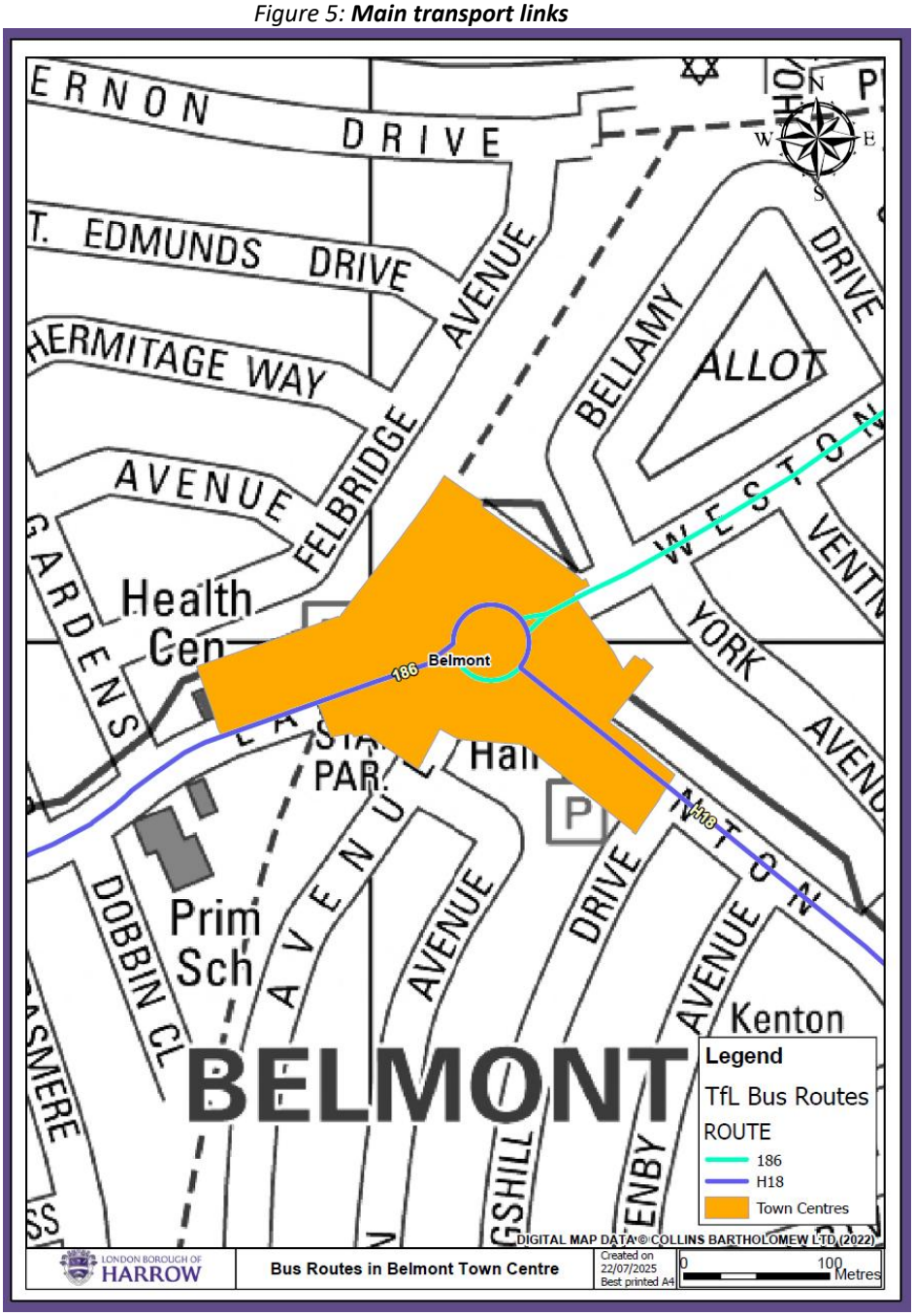


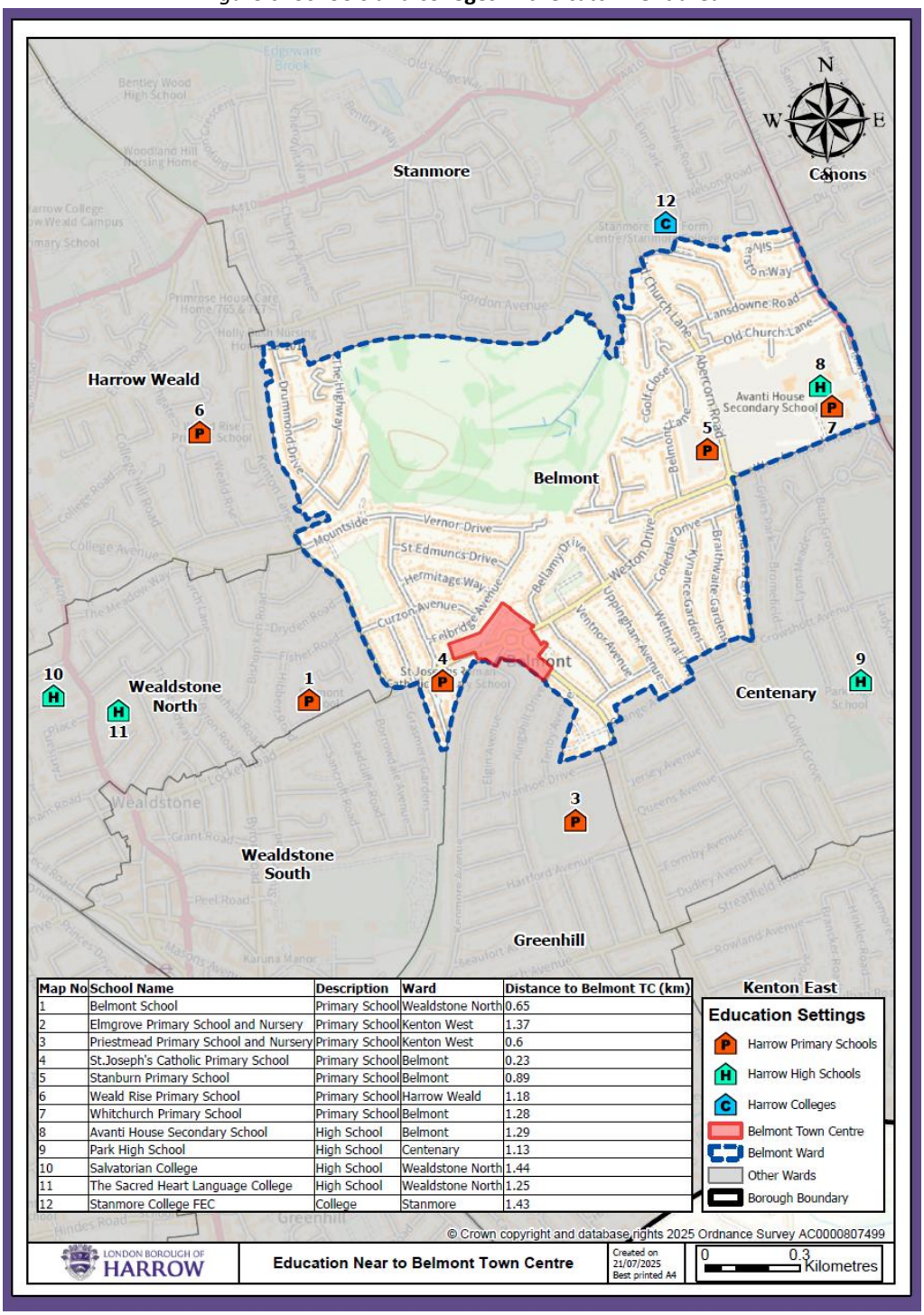
Table 6: ***Buses & train connectivity***

Bus number	**Route**
186	From: Watford Junction Station To: Brent Cross Shopping Centre
H18	From: Centennial Park To: Tesco Brent Cross
Tube Line	Bakerloo Line (Harrow and Wealdstone station; 1.3miles)
Overground	Lioness (Harrow and Wealdstone station; 1.3miles)

Source: TfL

8. Schools and Colleges in the Catchment rea

Figure 6: **Schools and colleges in the catchment area**



Map No	School Name	Description	Ward	Distance to Belmont TC (km)
1	Belmont School	Primary School	Wealdstone North	0.65
2	Elmgrove Primary School and Nursery	Primary School	Kenton West	1.37
3	Priestmead Primary School and Nursery	Primary School	Kenton West	0.6
4	St.Joseph's Catholic Primary School	Primary School	Belmont	0.23
5	Stanburn Primary School	Primary School	Belmont	0.89
6	Weald Rise Primary School	Primary School	Harrow Weald	1.18
7	Whitchurch Primary School	Primary School	Belmont	1.28
8	Avanti House Secondary School	High School	Belmont	1.29
9	Park High School	High School	Centenary	1.13
10	Salvatorian College	High School	Wealdstone North	1.44
11	The Sacred Heart Language College	High School	Wealdstone North	1.25
12	Stanmore College FEC	College	Stanmore	1.43

Name of the institution	Number of pupils enrolled in 2024-25[3]
Belmont School	643
Elmgrove Primary School and Nursery	802
Priestmead Primary School and Nursery	880
St Joseph's Catholic Primary School	408
Stanburn Primary School	676

[3] * **Source:** Schools, pupils and their characteristics, Academic year 2024/25 - Explore education statistics - GOV.UK

Name of the institution	Number of pupils enrolled in 2024-25[3]
Weald Rise Primary School	380
Whitchurch Primary School	845
Avanti House Secondary School	1182
Park High School	1471
Salvatorian College	737
The Sacred Heart Language College	775
Stanmore College FEC	2731*

***Source:** asianstandard.co.uk

9. Belmont Local Centre Streetscape

Views along Kenton Lane (West) from Belmont Circle

Parade around Belmont Circle

Approach towards Belmont Circle from Weston Drive

Approach towards Belmont Circle from Kenton Lane (East)

TESCO express

Lyca
Mobile
BELMONT NEW
NEWSPAPER
DELIVERY
SERVICE

Approach towards Belmont Circle from Kenmore Avenue

Source: Street Smart (cyclomedia.com), July 2025

10. Local Estate Agents

This table lists a number of estate agents that operate in Harrow. Please note that this list is not exhaustive and contact details may change over time.

Company Name	Telephone	Website Address
10X Rising	0121 792 3946	www.10xrising.com
Alexandra Park	020 8869 0989	www.alexandrapark.net
Ashton Fox	020 8909 9292	www.ashtonfox.co.uk
Avison Young	020 7491 2188	www.avisonyoung.co.uk/properties
Benjamin Stevens	020 8958 1118	www.benjaminstevens.co.uk
Bray Fox Smith	020 8022 5481	www.brayfoxsmith.com/properties
Chamberlain Commercial	020 8429 6899	www.chamberlaincommercial.com
Claridges Commercial	020 8559 1122	www.claridges-commercial.co.uk
Colliers	020 7487 1713	www.colliers.com/en-gb/countries/united-kingdom
David Charles Prop. Consultant	020 8866 0001	www.davidcharles.co.uk
DM & Co	020 8864 5775	www.dmandco.london
Dutch & Dutch	020 7794 7788	www.dutchanddutch.com
Ferrari Dewe & Co	020 8427 4288	www.ferraridewe.co.uk
Forest Real Estate	020 3355 1555	www.forestrealestate.co.uk
Goldstein Leigh	020 8952 6434	www.goldsteinleigh.com
Harness Property Intelligence	020 3880 7050	
Harrovian Estates	020 3371 0005	
Infinity Property	020 8907 4665	www.infinityps.co.uk/pages/commercial#
Jones Lang LaSalle (JLL)	020 7493 4933	www.jll.co.uk
Knight Frank	020 3944 6318	www.knightfrank.co.uk
Michael Berman & Co	020 8346 5100	www.michaelberman.co.uk
Move in Properties Ltd	020 71480670	www.movein-properties.co.uk
My Next Office	020 3857 8000	www.mynextoffice.co.uk
Office Freedom	020 3603 2576	www.officefreedom.com
P2M Properties	020 8427 5392	www.p2m-group.com
Property Hub Ltd	020 89031002	www.propertyhubltd.com
Robert Irving Burns	020 7637 0821	www.rib.co.uk
SPC Property Consultants	020 8259 4320	www.spcproperty.co.uk
Stimpsons	020 8905 9292	www.stimpsons.co.uk
Telsar	020 3333 2222	www.telsar.com/services/agency
VDBM	019 23 845222	www.vdbm.co.uk/sales-and-lettings
Vel Estate Ltd	020 8902 6383	www.velestate.co.uk
Wex & Co	020 7768 0747	www.wexcommercial.com/properties

11. Belmont Circle Trader's Association

The **Belmont Circle Trader's Association** is a long-established and highly active group representing the diverse range of businesses in the Belmont Circle area. With a strong presence in the local community, the association plays a key role in promoting the high street and supporting its traders.

Over the years, the association has successfully delivered a number of popular community initiatives, including **festive light switch-on celebrations**, **seasonal events**, and **cultural festivals featuring food vendors and live entertainment**. These events have helped to foster a strong sense of community, increase footfall to local businesses, and enhance the vibrancy of Belmont Circle as a local shopping and social destination.

The association is committed to **fostering community spirit** and ensuring Belmont Circle remains a **clean, safe, and welcoming place** for all. By encouraging collaboration between traders, residents, and local authorities, the association believes that stronger community connections can lead to a more vibrant, resilient, and inclusive high street. Their efforts not only support economic growth but also contribute to a greater sense of belonging and pride in the local area.

For more information about their activities and initiatives, or to join the association, please contact the Chair, **Manji Kara**, at **mkara@btinternet.com**.

12. Appendix: Description of relevant planning use classes

Table 7: Summary of use reclassification after 1 September 2020[4]

Use	Use class until 31 August 2020	Use class from 1 September 2020
Shops	A1	E
Financial & Professional Services	A2	E
Food & Drink (mainly on the premises)	A3	E
Business (office, research and development and light industrial process)	B1	E
Non-residential institutions (medical or health services, crèches, day nurseries and centres)	D1	E
Assembly and Leisure (indoor sport, recreation or fitness, gyms)	D2	E
Non-residential institutions (education, art gallery, museum, public library, public exhibition hall, places of worship, law courts)	D1	F.1
Shop no larger that 280sqm (selling mostly essential goods and at least 1km from another similar shop); community hall, outdoor sport/recreation area, indoor or outdoor swimming pool, skating rink	A1	F.2
Public House, wine bar, drinking establishment	A4	Sui Generis
Hot Food Takeaway	A5	Sui Generis
Cinema, Concert Hall, Bingo Hall, Dance Hall, Live music venue	D2	Sui Generis

*Sui Generis: 'Sui Generis' is a Latin term which means 'in a class of its own', in reference to Planning regulations. Uses become Sui Generis when they are specifically defined and excluded from the definition of any other use class.

[4] Source: https://www.pinsentmasons.com/out-law/guides/planning-use-classes-order-changes