

South Harrow District Centre Investment Profile

Business Data and Catchment Characteristics

2024-25



1	Introduction	3
2	Demographic Characteristics	5
3	South Harrow District Centre - Catchment Insights	8
4	Composition of Retail Units and Floorspace	12
5	Retail and Office Rents	14
6	Business Rates	14
7	Transport Links and Passenger Footfall	15
8	Schools and Colleges in the Catchment Area	18
9	South Harrow District Centre - Streetscape	20
10	Local Estate Agents	21
11	South Harrow Trader's Association	23
12	Appendix: Description of Relevant Planning Use-classes	24

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1. Introduction

Purpose of District Centre Profiles

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- 2026¹ 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>

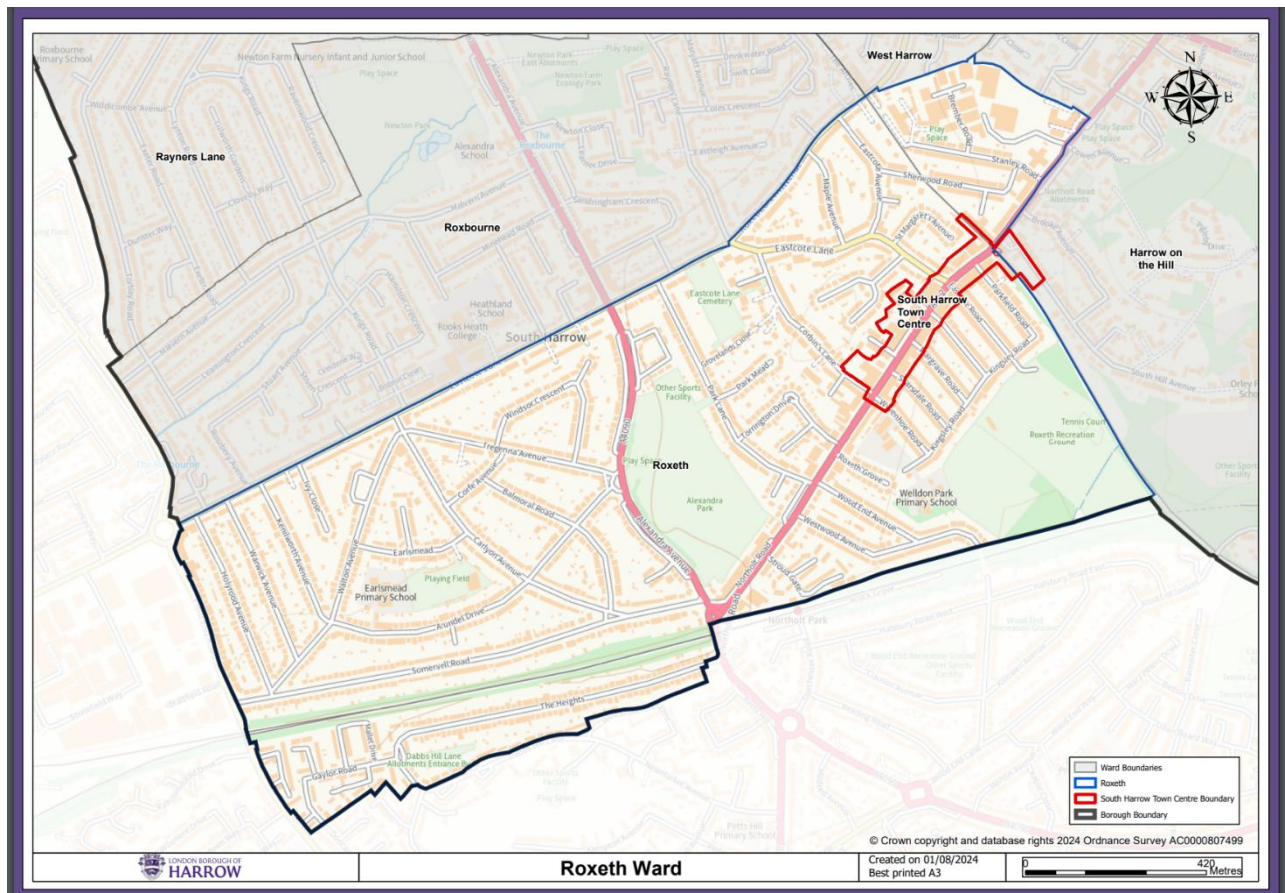
¹ https://www.harrow.gov.uk/downloads/file/31727/HC_economic_strategy_06.pdf

South Harrow District Centre

The South Harrow town centre is classified as a **District Centre** under the London Plan 2016 and located within Roxeth Ward. The District Centre is located along the Northolt Road/ A312, and it has c. 118 shopfronts occupying approximately 11,949 sq.m. floor space.

It is served by ten bus routes and South Harrow Station on the Piccadilly Line is located towards the northern end of the District Centre. The Northolt Park station on the Chiltern Line is located c.0.4 miles South of the District Centre.

Figure 2 - Roxeth Ward and South Harrow District Centre



2. Demographic Characteristics

South Harrow District Centre is located within **Roxeth Ward**, which has a total population of 15,864 (Census 2021). The key demographic characteristics of the ward are described in this section.

The average population density in Roxeth ward is *8,426.2 persons per sq.km*. The London Borough of Harrow has an average population density of *5,175.4 persons per sq.km*.

Table 1: Total Population

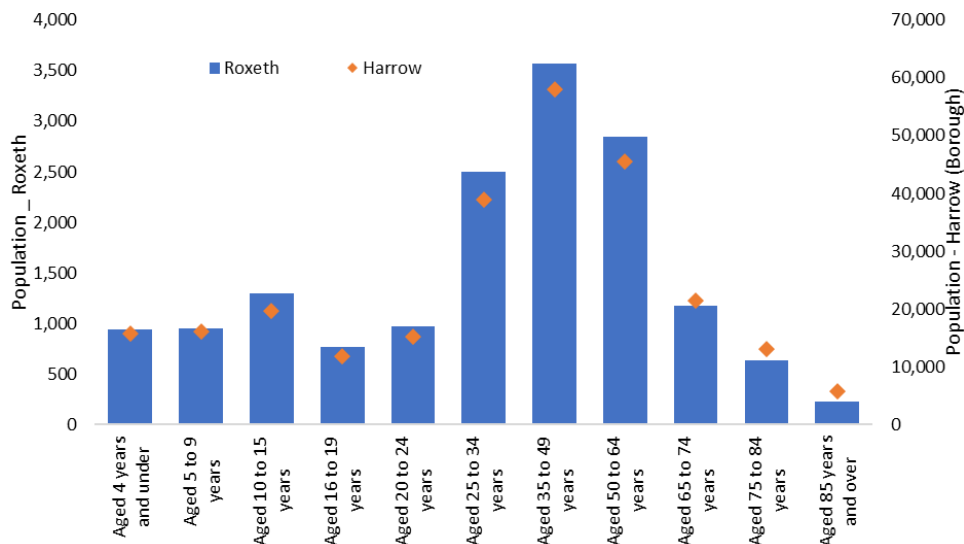
	Roxeth		Harrow	
	Population	%	Population	%
All persons	15,864	100.0	261,203	100.0
Male	7,778	49.0	128,797	49.3
Female	8,086	51.0	132,406	50.7

Population by Age Categories in Roxeth

The proportion of working-age population (16-64 years) in Roxeth is c.67% (10,646 residents), compared with c.65% in Harrow, and 63% across England.

c. 14% of the population in these wards is in the 5-15yr age group which is higher than Harrow (13.7%) and England (13.1%).

12.8% of the population is over 65 years old, compared to 15.4% in the borough of Harrow.



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

Population by Ethnicity

Table 2: Ethnicity

Ethnic group	Roxeth		Harrow	
	Population	%	Population	%
Asian, Asian British or Asian Welsh	7,432	46.8%	118,152	45.2
Black, Black British, Black Welsh, Caribbean or African	1,565	9.9%	19,151	7.3
Mixed or Multiple ethnic groups	584	3.7%	9,833	3.8
White	4,698	29.6%	95,233	36.5
Other ethnic group	1,585	10.0%	18,836	7.2

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

Figure 3: South Harrow District Centre Catchment Illustration

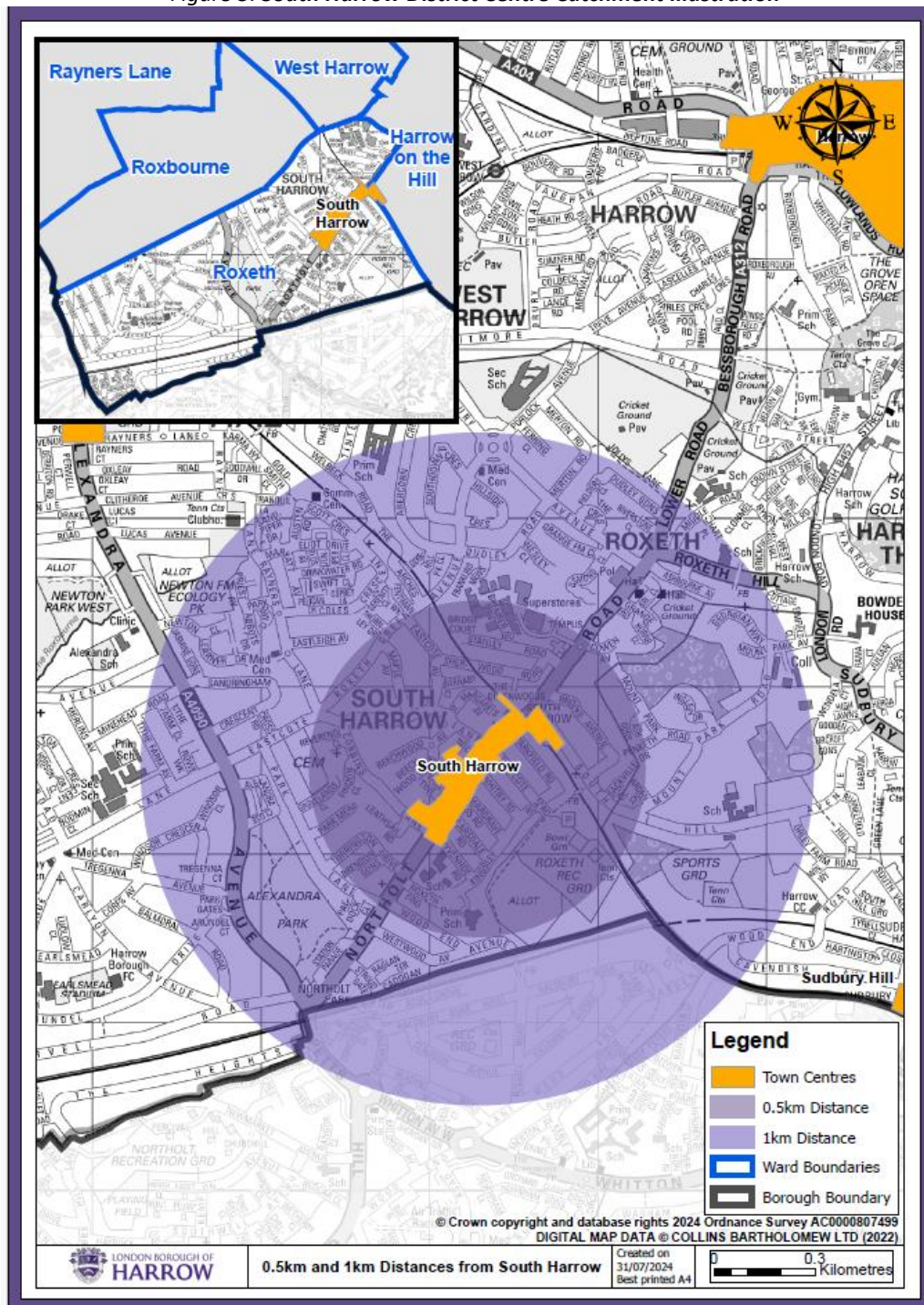


Table 3: Distance to Harrow and nearest town centres

Closest Centre	Distance in miles (kilometres)
Sudbury Hill	0.9 (1.4)
Rayners Lane	1.1 (1.8)
Harrow	1.3 (2.1)
North Harrow	1.6 (2.6)

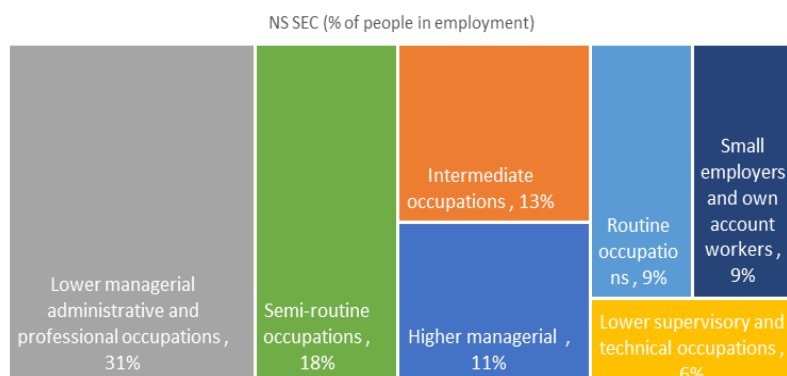
3. South Harrow District Centre Catchment Insights

We have used ACRON segmentation to analyse the customer information for *c. 11,559 households* which are located within a 20-minute walking distance (approximately 1.0mile) 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	37.2%	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%
Rising Prosperity	25.4%	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%
Urban Adversity	19.2%	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%
Financial Stretched	11.4%	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%
Affluent Achievers	6.8%	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 %

- Underlying socio-economic characteristics of the catchment population

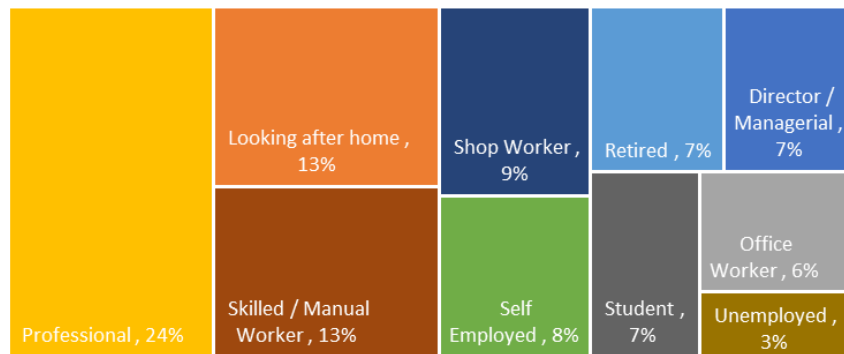


NS SEC: National Statistics Socio-Economic Classification

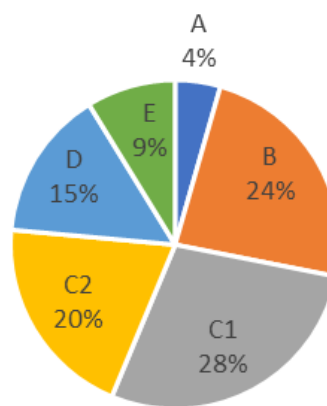


LONDON BOROUGH OF HARROW

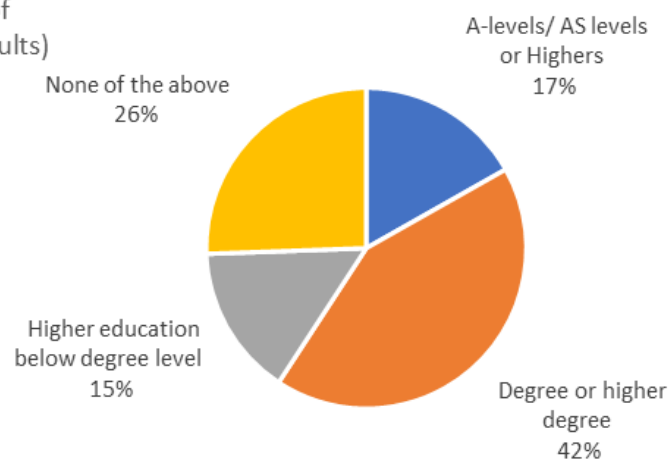
Occupation (%)



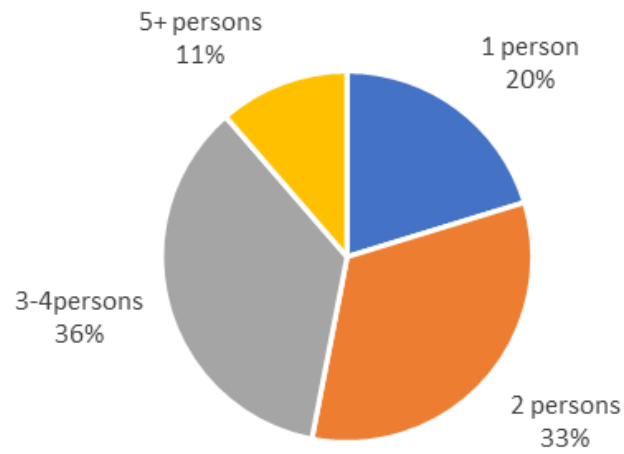
Social Grade



Highest Level of
Qualifications (Adults)



Household Size



Household Annual Income

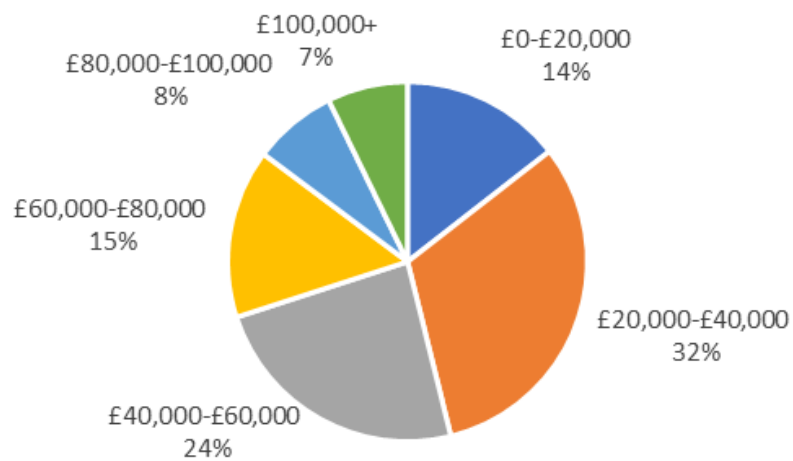
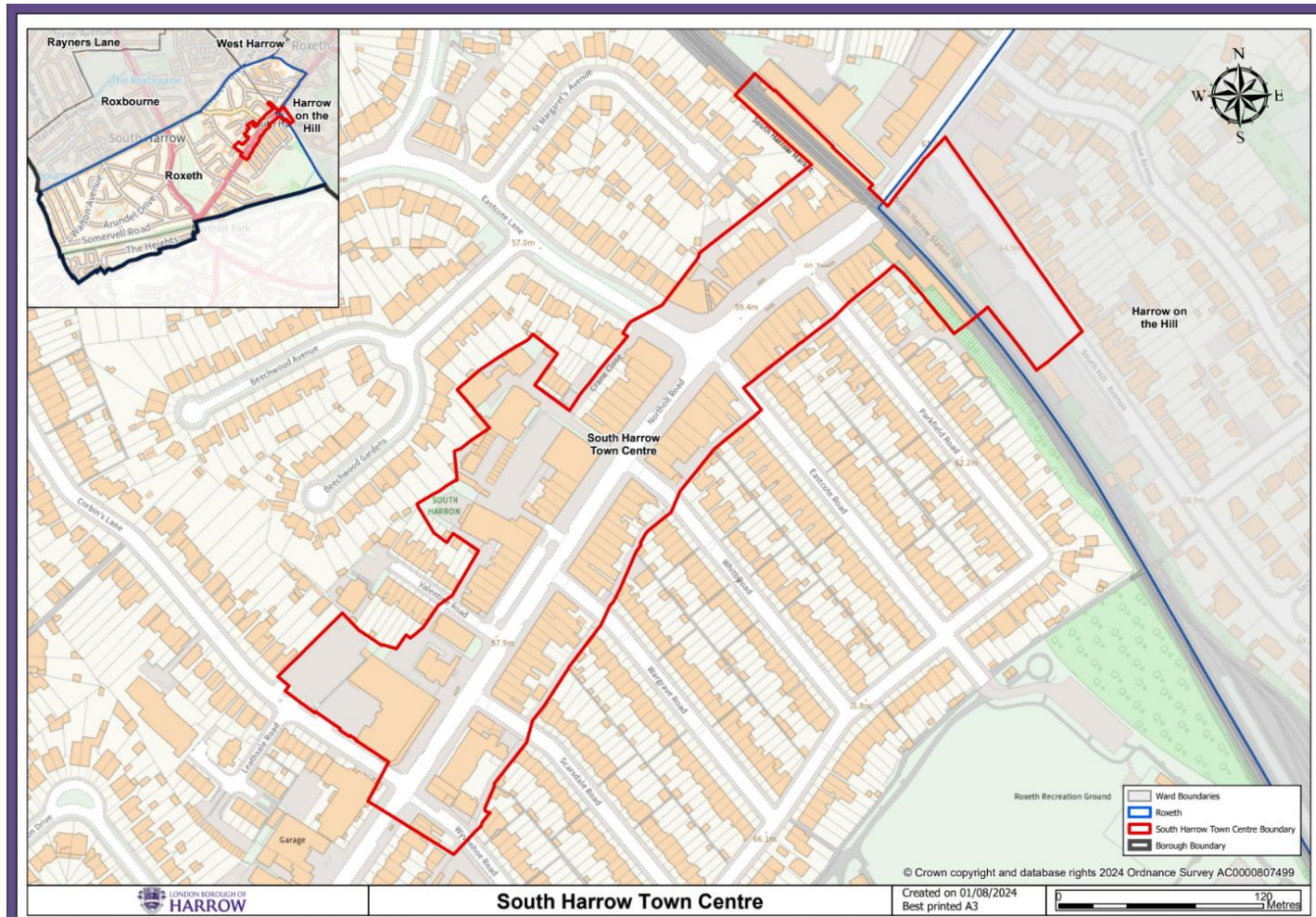


Figure 4: South Harrow District Centre Layout



4. Composition of Retail Units and Floor Space

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

South Harrow District Centre ²	Units		Floorspace	
	No.	%	sq.m	%
A1 Retail	87	73.73%	8,941	74.83%
A2 Non-Retail	8	6.78%	706	5.91%
A3 Non-Retail	12	10.17%	1,299	10.87%
A4 Non-Retail	1	0.85%	90	0.75%
A5 Non-Retail	3	2.54%	204	1.71%
SG Non-Retail	4	3.39%	417	3.49%
B1 Non-Retail	0	0.00%	0	0.00%
Other	3	2.54%	292	2.44%
Total Non-Retail	31	26.27%	3,008	25.17%
Total	118	100%	11,949	100.0%

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

Type of business	No of Units	Type of Business	No of Units
Comparison		Newsagent	2
Clothes shop	3		
Jewellers	7	Post office	1
Shoe shop	1		
		Financial, professional & prosperity	
Electrical, photography, computing		Banks & building societies	2
Phone shop	4	Estate Agents	3
		Solicitors	3
Food & drink			
Bakers	1	Restaurant/Take Aways/Pubs	
Supermarket	6	Restaurant	9
Butchers	2	Take Away	6
Grocers	7	Public House	1
		Café	3
Health & personal		Hot food shop	3
Hair & Beauty	12	Services	
Opticians/audiologists	2	Dry cleaners/clothes repair	2
Chemist	3	Print	0
Health shop	1	Travel Agents	1

² Refer to Appendix 1 for the description of Use Classes.

Type of business	No of Units
Gym	0
Dental practice	1
House	
Carpets	0
Furniture	0
Bathrooms/kitchens	0
Household goods shop	2
Miscellaneous	
Charity shop	2
Luggage shop	0
Cards/Gift shop	1
Florist	0
Stationers	1
Laser Treatment Clinic	0
Massage parlour	0
Education	0
Betting shop	0
Office	0
Vacant	0
Off-licence	1
DVD shop	1
Photo shop	2
Mini-cabs	1

Type of Business	No of Units
Vets	0
Community	
Community centre	
Church	1
Library	1
Miscellaneous	
Money shop	2
Seafood shop	1
Savouries shop	1
Internet cafe	1
Confectioners	2
Physiotherapy clinic	1
Tobacconist	1
Pawnbrokers shop	1
Care agency	1
Funeral directors	1
Fish shop	2
Cake shop	1
General goods shop	1
Social work activities	1

5. Retail and Office Rents

South Harrow District Centre and areas in the vicinity offer a variety of sizes in retail and office premises. The popular locations include the main high street along Northolt Road, S Hill Avenue (near the South-Harrow Station entrance), and Alexandra Parade located South of the main high street.

- Estimated current rent for retail shops vary **from £ 18 - £24 per sq.ft. per year**, excluding VAT and deposits. Retail units vary in size from c. 600 sq.ft. to c. 4,000 sq.ft., subject to availability.
- Rent for unfurnished offices vary between **£ 20 - £23 per sq.ft. per year**, excluding VAT and deposit costs. Offices units vary in size from c.500 sq.ft. to c. 3000 sq.ft., subject to availability.
- Quoted rent for serviced offices is c. **£ 395 per person per month**, excluding VAT and deposit.

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

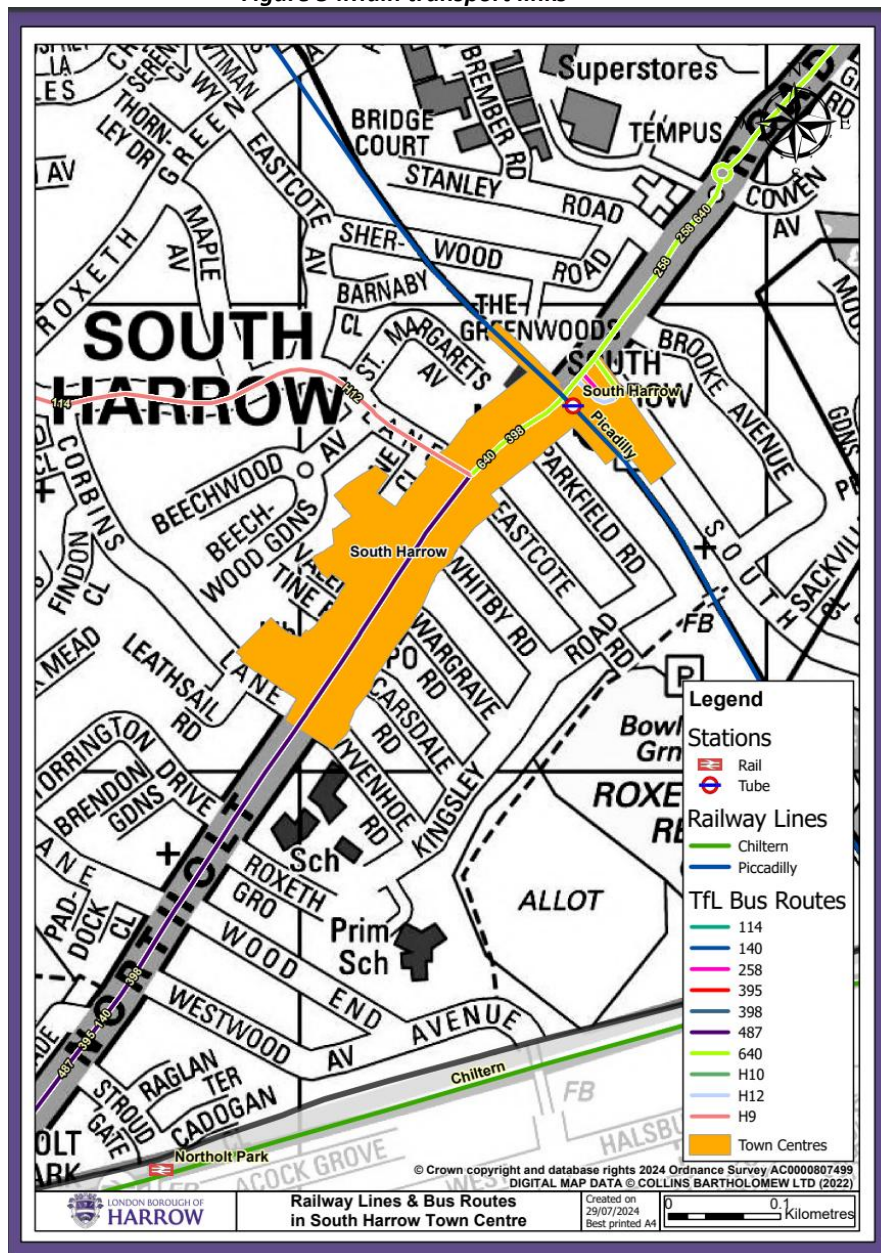


Table 6: Buses and train connectivity

Bus number	Destination
114	From: Mill Hill Broadway Station To: Ruislip Station
258	From: Watford Junction Station To: South Harrow Bus Station
398	From: Ruislip Station To: Hemery Road
487	From: South Harrow Bus Station To: Willesden Junction Station
640	From: South Harrow Station To: Bentley Wood High School
H10	From: Stanmore Station To: Red Lion Square
H12	From: Stanmore Station To: South Harrow Bus Station
Underground/ Tube Line	Piccadilly Line (South Harrow Station)
Regional Railway	Chiltern Railway (Northolt Park Station)

Source: [TfL](#)

South Harrow station is connected on the Piccadilly line (Uxbridge service). This route which connects Cockfosters to Uxbridge, provides easy access to central London including Green Park, Piccadilly Circus, Covent Garden and Kings Cross. The estimated travel time from South Harrow Station to Piccadilly Circus Station is approximately 40min, subject to operating conditions.

Passenger Footfall Data at South Harrow Station³

The graphs below illustrate the variation in entry taps on weekends at South Harrow Station from 1 Jan 2019 to 1 Jan 2024. It is evident from the data that footfalls recovered to pre-pandemic levels in March 2022 and continued to improve through 2023.

Figure 6: Entry Taps During Weekends (Monthly Total)

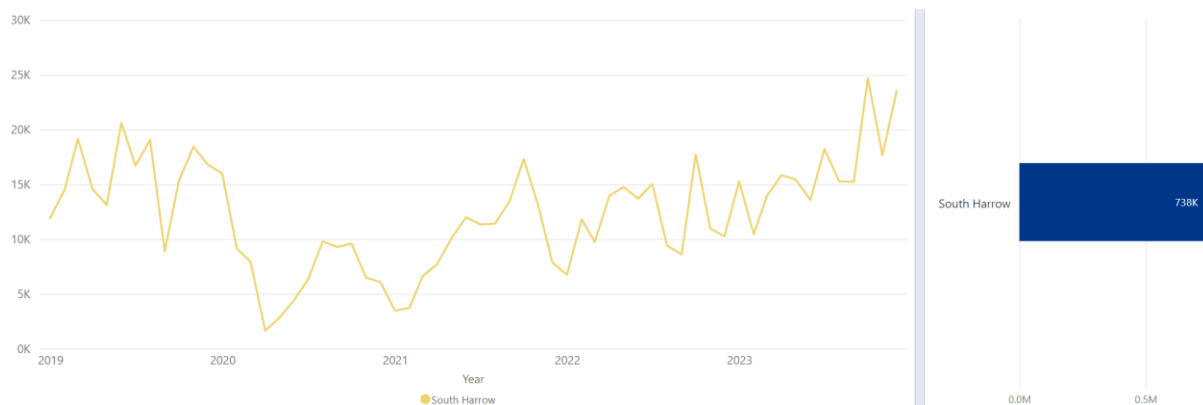
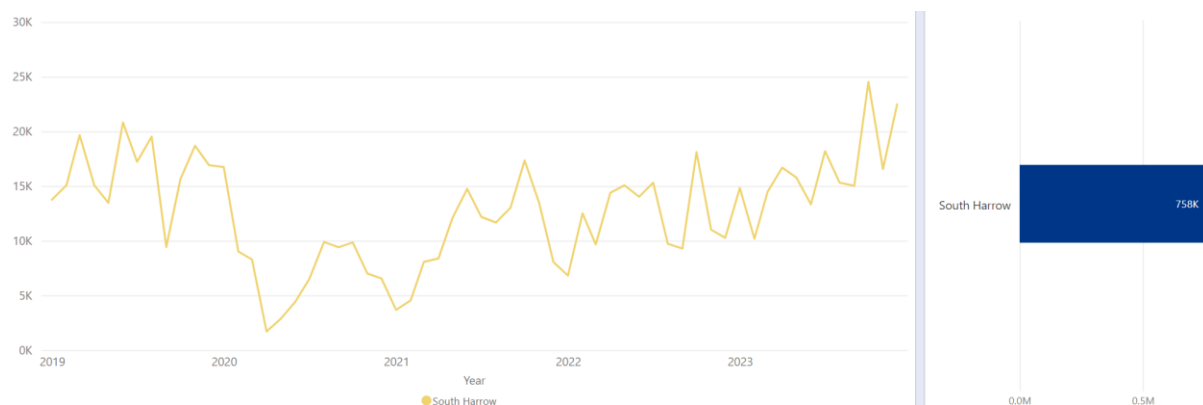


Figure 7: Exit Taps During Weekends (Monthly Total)

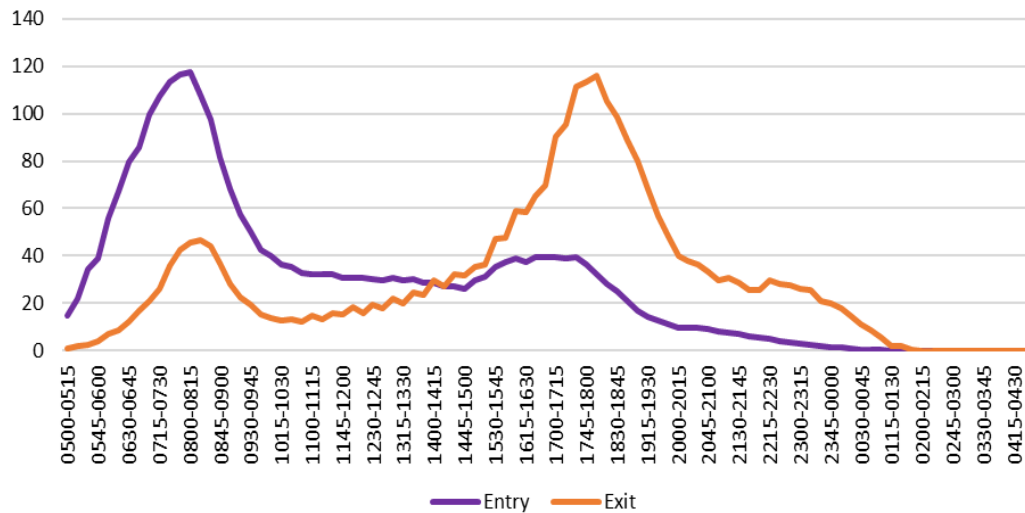


³ Source: TFL – [Journey Counts By Travel Mode](#)

Variation in average daily footfall at South Harrow Station

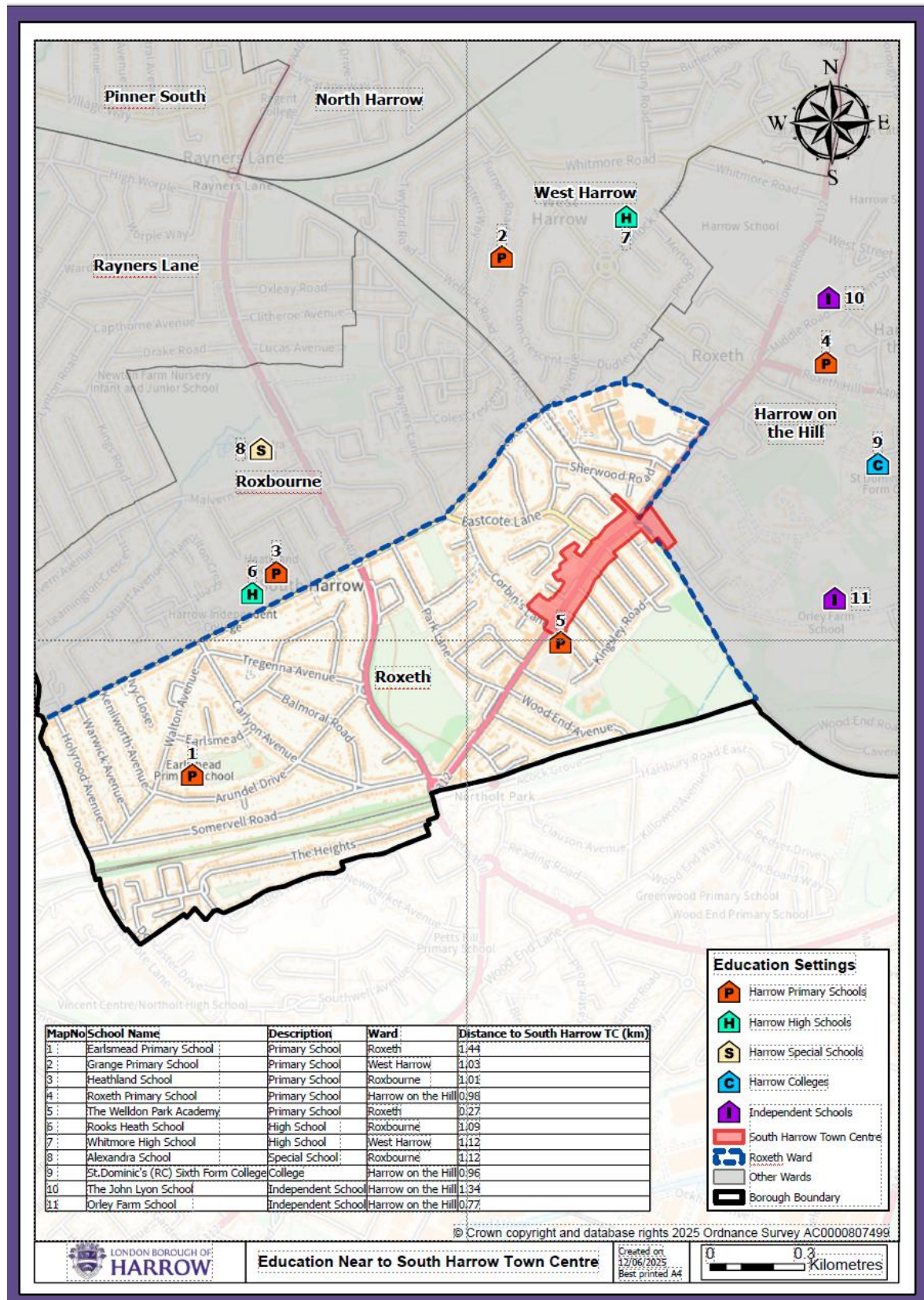
This dataset represents the travel demand on typical autumn weekdays - Monday, Tuesday to Thursday, Friday, Saturday and Sunday. Data covers every 15-minute period throughout the traffic day and assumes a perfect train schedule being operated.

Figure 8: Footfall from South Harrow Station (week, 2022)



8. Schools and colleges in the catchment area

Figure 9: Schools and colleges in the catchment area



Name of the institution	Number of pupils enrolled in 2024-25 ⁴
Earlsmead Primary School	338
Grange Primary School	446
Heathland School	637
Roxeth Primary School	405
The Welldon Park Academy	423
Rooks Heath School	1198
Whitmore High School	1739
Alexandra School	83
St Dominc's Sixth Form College*	1475
The John Lyon School	832
Orley Farm School	496
Total	8072

*Source: [St-Dominics-Sixth-Form-College-Ofsted-2025.pdf](#)

⁴ * Source: [Schools, pupils and their characteristics, Academic year 2024/25 - Explore education statistics - GOV.UK](#)

9. South Harrow District Centre Streetscape⁵

View towards the North from Alexandra Parade



Northolt Road, view towards the North



View towards the North from Corbyn's Lane



⁵ Source: <https://streetsmart.cyclomedia.com>

Northolt Road - view towards the North



Northolt Road - view towards the North



Northolt Road - view towards the South



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	www.harnessproperty.com
Harrovian Estates	020 3371 0005	www.harrovianestates.co.uk
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. South Harrow Traders Association

The South Harrow Traders Association represents the views of South Harrow businesses and are always keen for new members to get involved. The association has been particularly active in organising community events that bring residents together and drive footfall to local businesses, including special celebrations during the Coronation and their popular annual festive light switch-on events.

Understanding the importance of collaborative working with the council, the Traders Association has contributed match funding with the Neighbourhood Community Infrastructure Levy (NCIL) for hanging baskets, helping to beautify the high street and create a more welcoming environment for both shoppers and businesses.

Crime and safety on the high street are key priorities for the South Harrow Traders Association. They work closely in partnership with local police to tackle anti-social behaviour, taking proactive measures to ensure the high street remains a safe and pleasant place for everyone.

The Traders Association serves as the main interface between local businesses and London Borough of Harrow on important issues such as safety and security, beautification, and cleanliness of the high street.

Through their ongoing efforts, they help maintain South Harrow as a thriving local shopping destination.

For membership of the South Harrow Traders Association, businesses can contact the current chairperson, Shahram Irvani from Alexandra Park Estate Agents. He can be contacted on shahram@alexandrapark.net.

12. Appendix: Description of Relevant Planning Use Classes

Table 7: Summary of use classification after 1 September 2020⁶

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 than 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.

⁶ Source: <https://www.pinsentmasons.com/out-law/guides/planning-use-classes-order-changes>