LONDON BOROUGH OF HARROW

North Harrow District Centre Investment Profile

Business data and catchment characteristics
2024-25

LONDON BOROUGH OF HARROW

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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- 2026[1] further outlines the key priorities and programmes to develop a thriving and sustainable local economy.

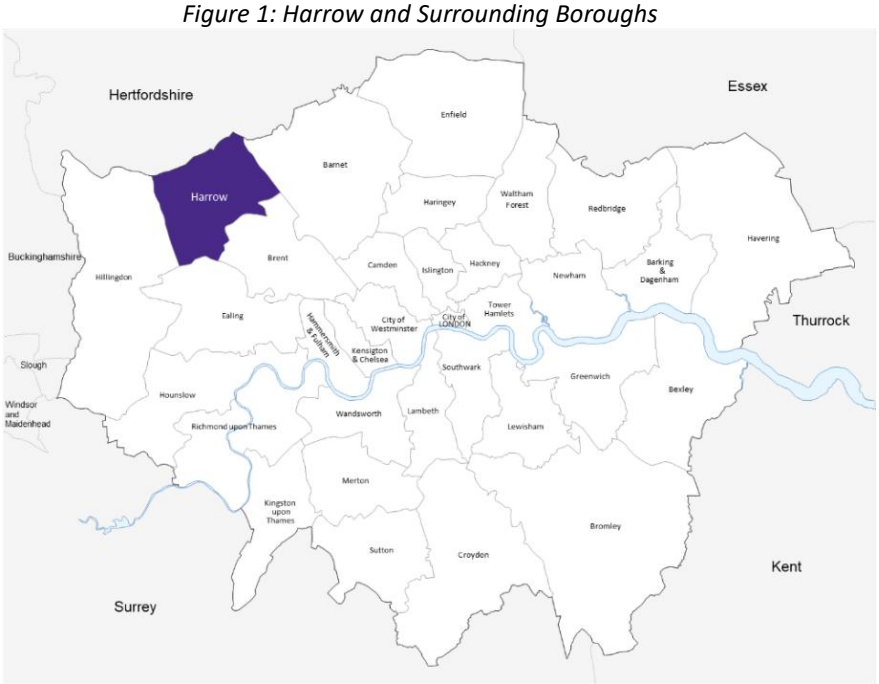
London Borough of Harrow

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

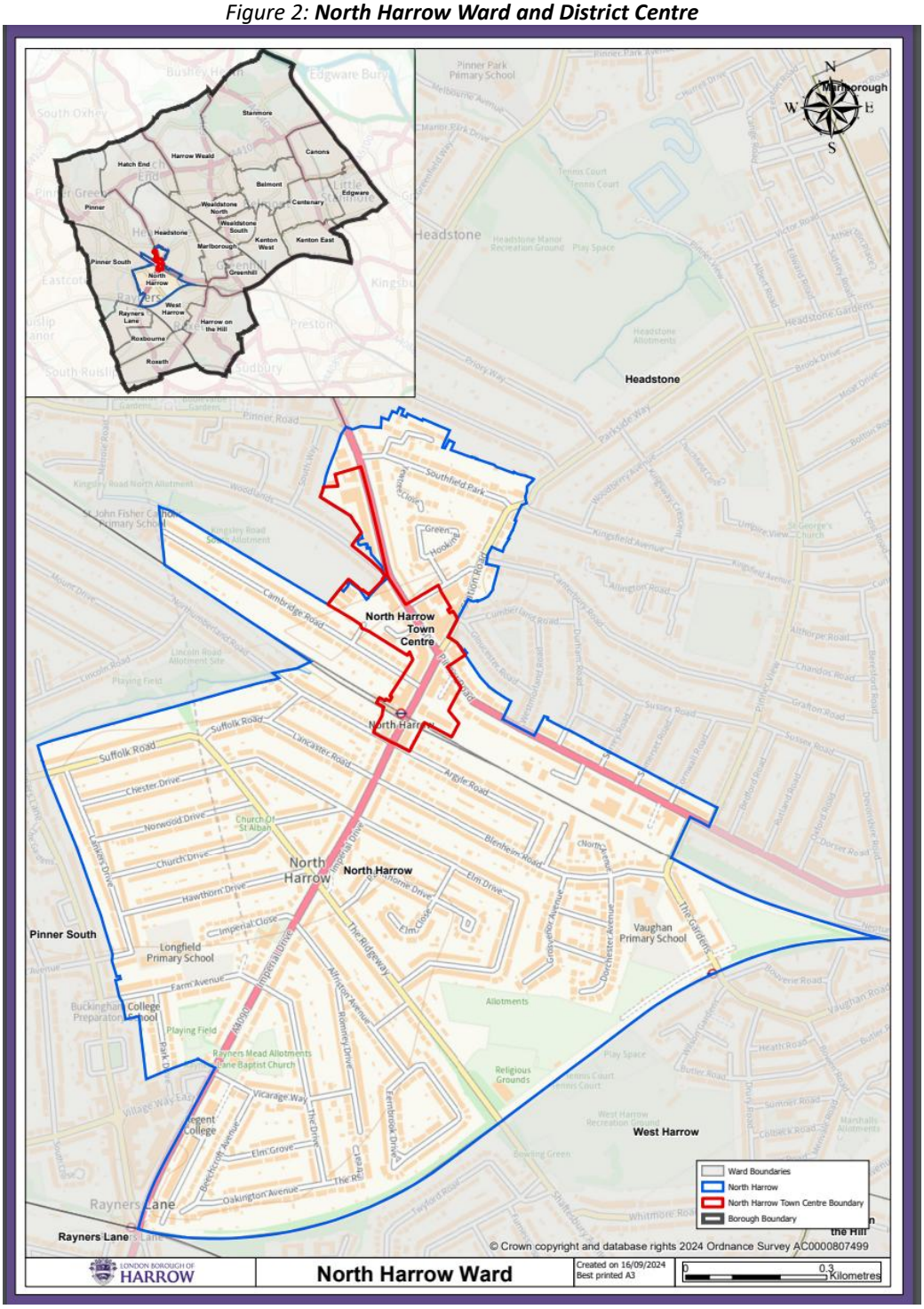
[1] https://www.harrow.gov.uk/downloads/file/31727/HC_economic_strategy_06.pdf

North Harrow District Centre

The North Harrow town centre is classified as a **District Centre** under the London Plan 2016 and is located within North Harrow Ward. The District Centre is located along Imperial Drive and Pinner Road, and it has c.100 shopfronts occupying approximately 12,329 sq.m. floor space.

It is served by 6 Bus routes and the Metropolitan Line. North Harrow Underground Station is located within the District Centre, on Imperial Drive.

Figure 2: ***North Harrow Ward and District Centre***



2. Demographic Characteristics of North Harrow

North Harrow District Centre is located within North Harrow ward, which has a total population of 8,994 (Census 2021). The key demographic characteristics of the ward are described below.

The average population density in North Harrow is *6,360.2 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

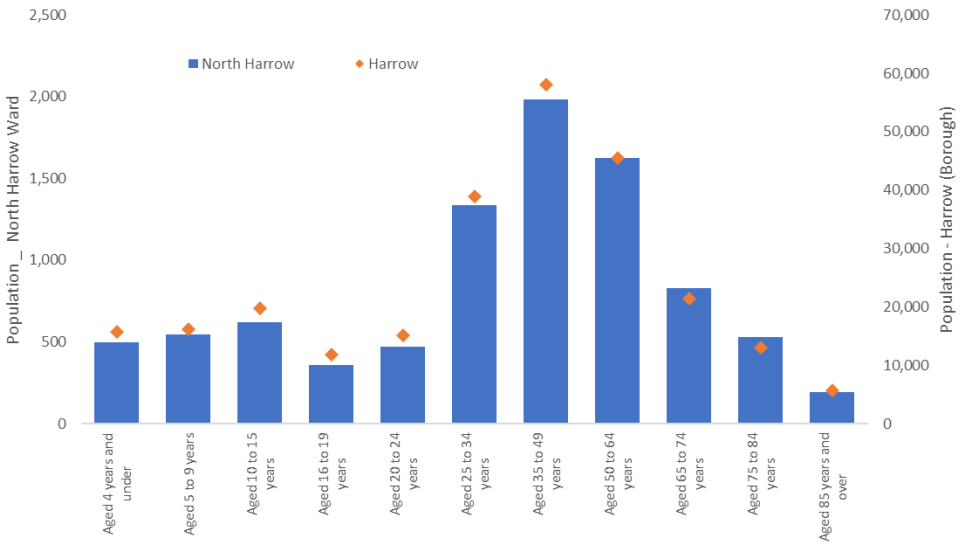
	North Harrow		Harrow	
	Population	%	Population	%
All persons	8,994	100.0	261,203	100.0
Male	4,434	49.3%	128,797	49.3
Female	4,560	50.7%	132,406	50.7

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

Population by Age Categories in North Harrow

The proportion of residents in North Harrow in the working age-group (ie. 16-64Yr) are 64% -equivalent to approximately 5783 persons, compared to 64.9% in the borough of Harrow.

17% of the population in the ward is over 65 years, compared to 15.4% for Harrow.



Population by Ethnicity

Table 2: Ethnicity

	North Harrow		Harrow	
Ethnic group	Population	%	Population	%
Asian, Asian British or Asian Welsh	4376	48.7	118,152	45.2
Black, Black British, Black Welsh, Caribbean or African	547	6.1	19,151	7.3
Mixed or Multiple ethnic groups	364	4.0	9,833	3.8
White	3098	34.5	95,233	36.5
Other ethnic group	606	6.7	18,836	7.2

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

Figure 3: ***North Harrow District Centre Catchment Illustration***

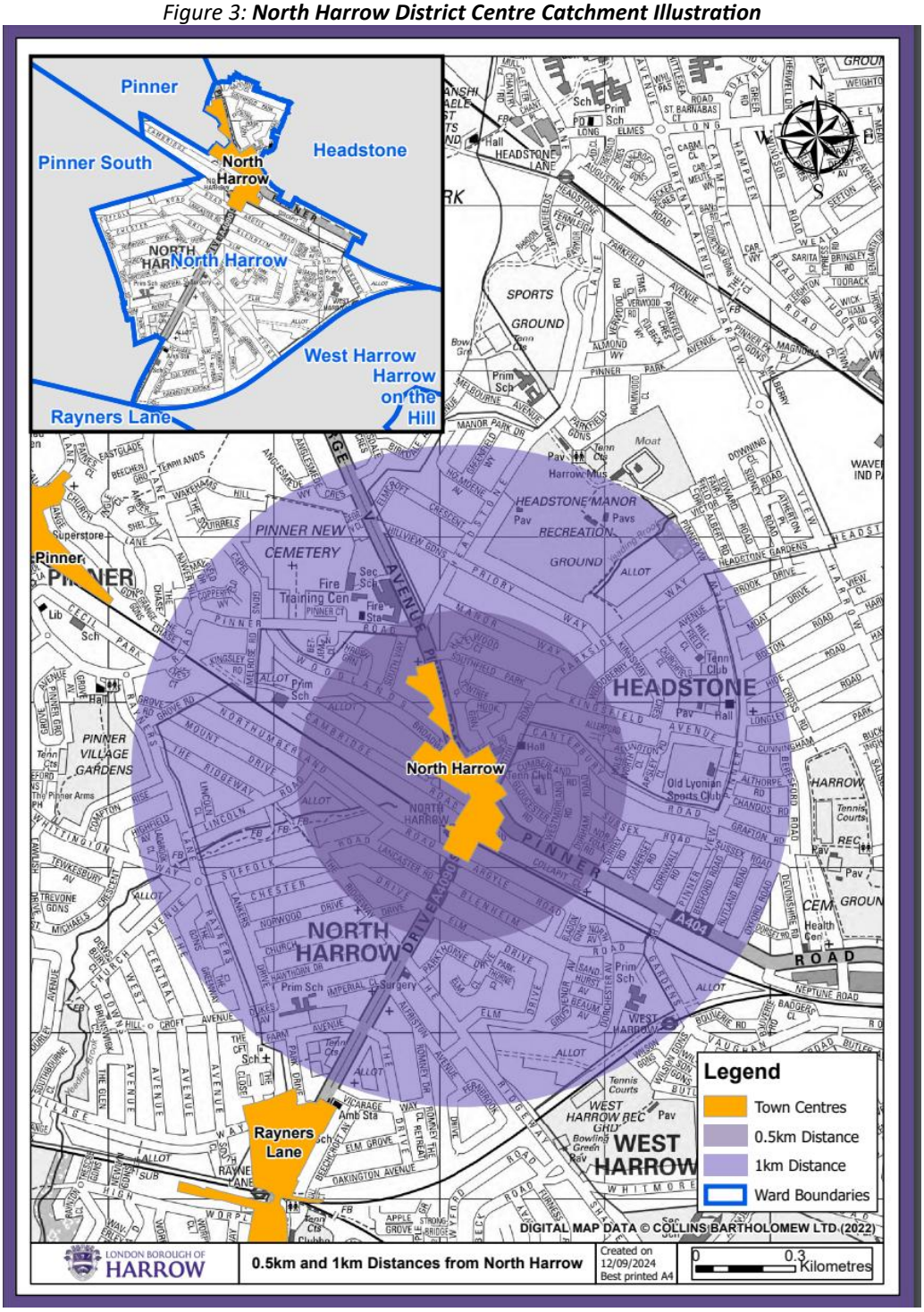


Table 3: ***Distance to Harrow and Nearest Town Centres***

Closest Centres	**Distance in miles (kilometres)**
Rayners Lane	0.7 mi (1.14 km)
Pinner	1.1 mi (2.12 km)
Harrow	1.96 mi (3.15 km)
Wealdstone	2.04 mi (3.29 km)

3. North Harrow District Centre Catchment Insights

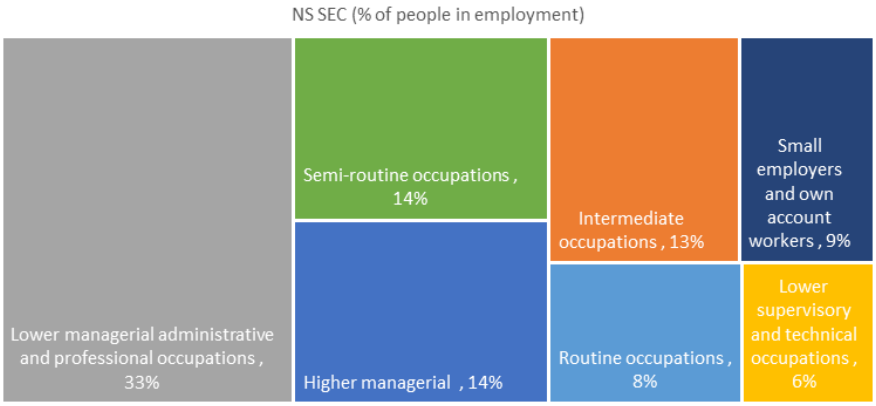
We have used Acorn segmentation to analyse the customer information for c. 13,505 households which are located within a 20-minute walking distance (approximately 1.0 mile) from the district centre.

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

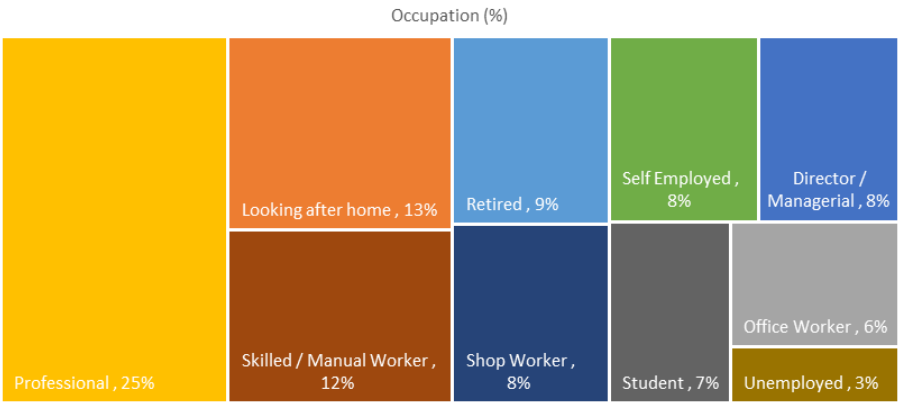
For more information about what these categories mean please use this link to access the Acorn User Guide.

Acorn Category	Stanmore Population and percentage	Acorn Definition	Acorn Category as UK percentage
Affluent Achievers	33.0%	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 %
Rising Prosperity	27.0%	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%
Comfortable Communities	23.8%	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%
Financial Stretched	9.8%	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%
Urban Adversity	6.3%	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%

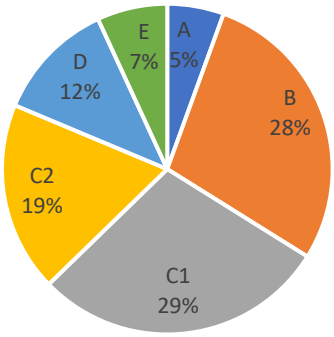
- **Underlying socio-economic characteristics of the catchment population**



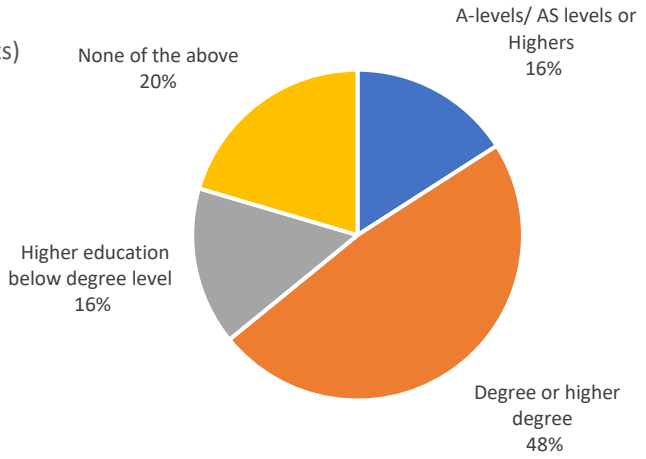
NS SEC: National Statistics Socia-Economic Classification



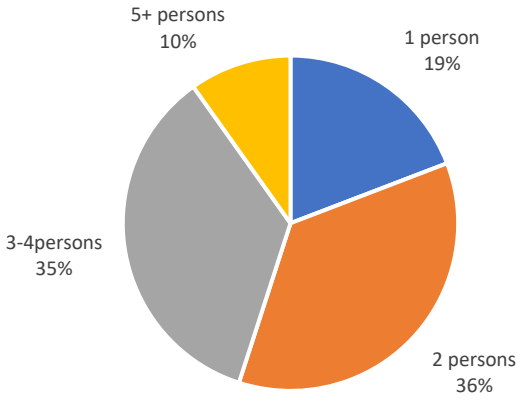
Social Grade



Highest Level of Qualifications (Adults)



Household Size



Household Annual Income

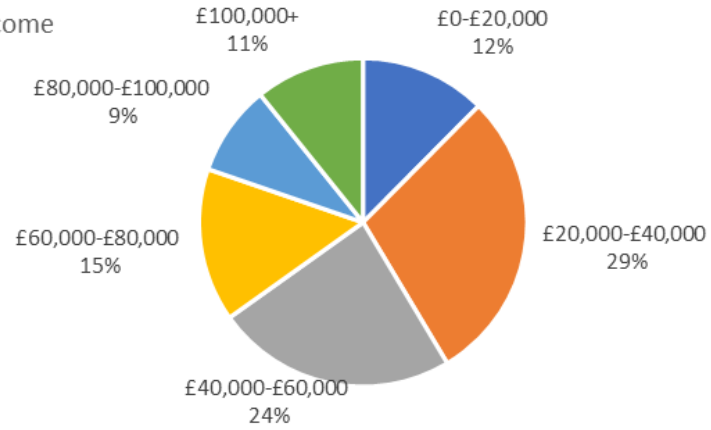
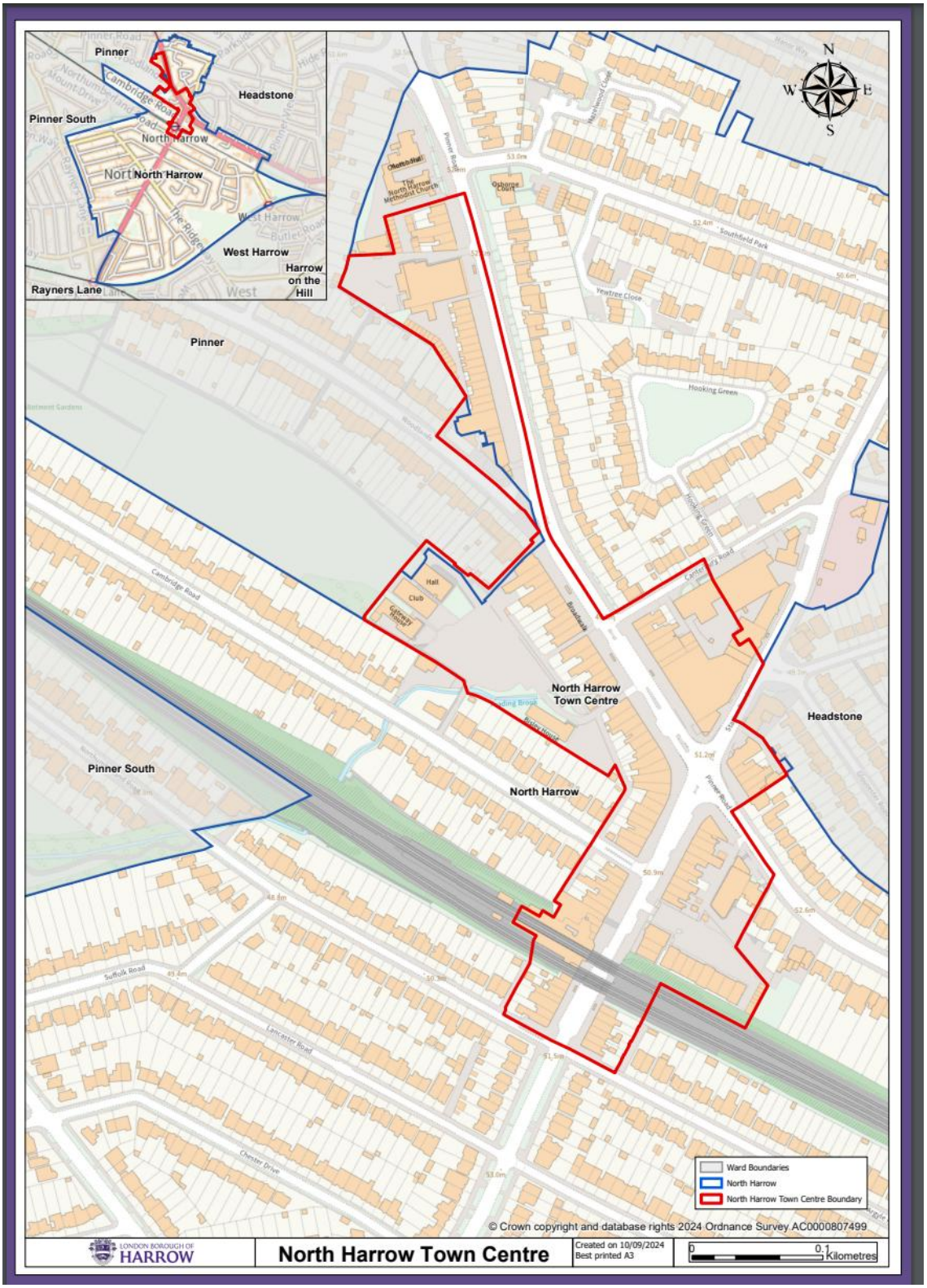


Figure 4: **North Harrow District Centre Layout**



4. Composition of Retail Units and Floor Space

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

North Harrow District Centre	Units		Floorspace	
	No.	%	sq.m	%
A1 Retail	51	51.00%	5875	47.65%
A2 non-retail	10	10.00%	1076	8.73%
A3 non-retail	11	11.00%	1155	9.37%
A4 non-retail	4	4.00%	455	3.69%
A5 non-retail	10	10.00%	918	7.45%
SG non-retail	5	5.00%	542	4.40%
B1 non-retail	2	2.00%	316	2.56%
Other	7	7.00%	1992	16.16%
Total	100	100.00%	12329	100.00%

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

Type of business	No of Units
Electrical, photography, computing	
Phone shop	2
Food & drink	
Bakers	1
Supermarket	2
Butchers	1
Grocers	6
Health & Personal	
Hair & Beauty	11
Opticians/audiologists	2
Chemist	3
Gym	2
Dental practice	2
House	
Carpets	1
Furniture	1
Bathrooms/kitchens	2
Miscellaneous & Specialist	
Charity Shop	2
Florist	1
Laser Treatment Clinic	1
Education	1

Type of Business	No of Units
Post office	1
Financial, Professional & Prosperity	
Estate Agents	5
Solicitors	2
Accountants	2
Financial Services	1
Restaurant/Take Aways/Pubs	
Restaurant	7
Take Away	8
Public House	1
Café	6
Services	
Dry cleaners/clothes repair	2
Community	
Community centre	
Library	
Delicatessen	1
Electric wholesale	1
Ice cream parlour	1
Plumbers	1

Casino/betting shop	2		Window shop	1
Office	1		Residential	1
Vacant	5		Car showroom	1
Hardware shop	1		Bicycle shop	1
Sweets/Savouries	1		Tile shop	2
Shakes shop	1			

5. Retail and office rents

North Harrow District Centre and areas in the vicinity offer a variety of sizes in retail and office premises. The main high-street locations are Pinner Road, Imperial Drive and Station Road.

- Estimated current rent for retail shops vary **from £ 25 - £42 per sq.ft**. **per year**, excluding VAT and deposits. Retail units are available in a range of sizes, from c. 500 sq.ft. to c. 700 sq.ft.
- Rent for unfurnished offices vary between **£ 22 - £38 per sq.ft. per year**, excluding VAT and deposit costs. Office units vary in size from c.350 sq.ft. to c. 3000 sq.ft., subject to availability.
- Rents for serviced offices vary from **£235 to £250 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 the website.

7. Transport Links and Passenger Footfall Data.

Figure 5: ***Main Transport Links***

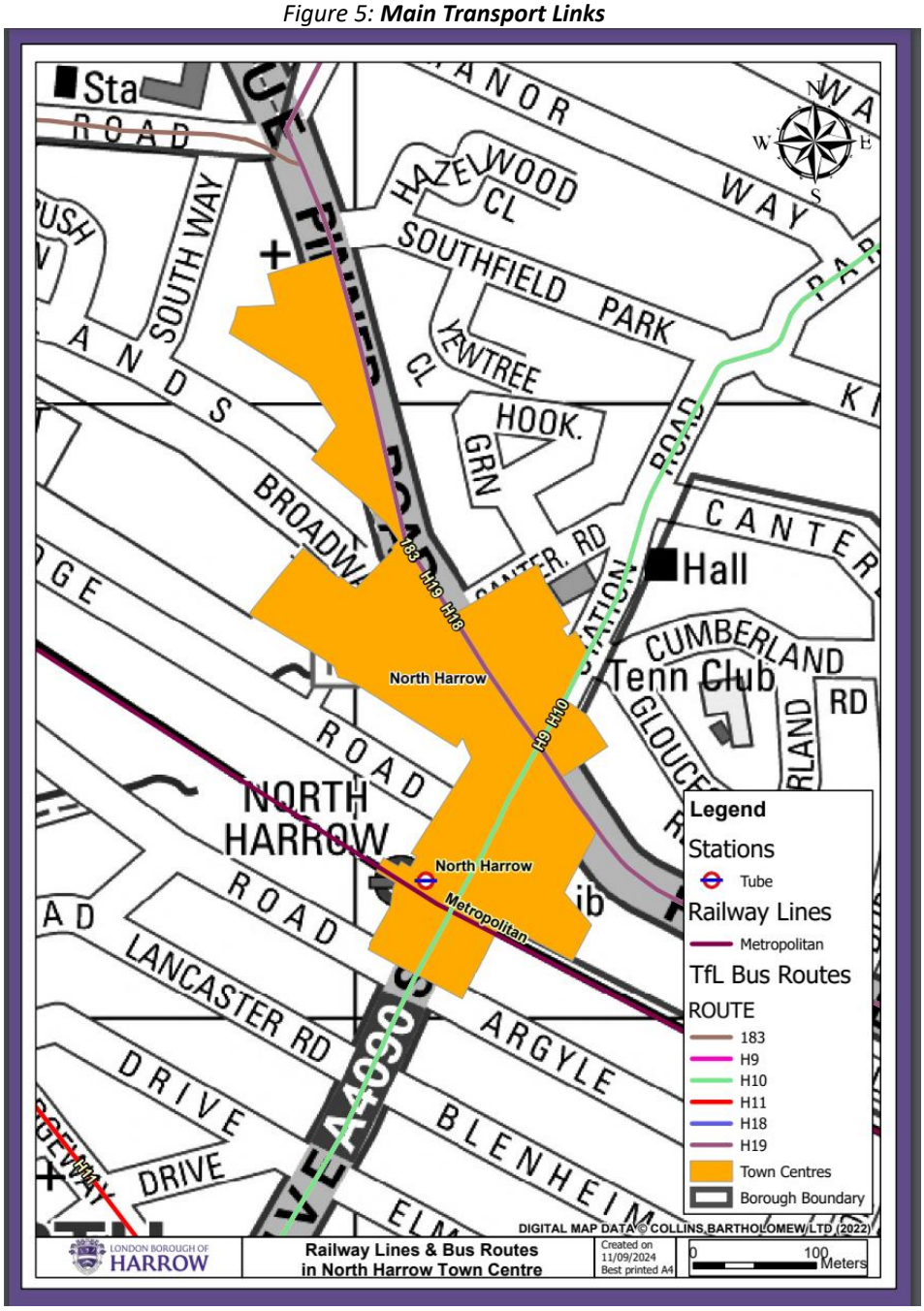


Table 6: ***Buses & train connectivity***

Bus number	**Route**
183	From: Pinner To: Golders Green
H9	From: St Mark's Hospital To: Northwick Park Hospital Social Club
H10	From: St Mark's Hospital To: Northwick Park Hospital
H11	From: Harrow Bus Station To: Mount Vernon Hospital
H18	From: Harrow Bus Station To: Harrow Bus Station
H19	From: Harrow Bus Station To: Kymberley Road
Tube Line	Metropolitan Line (North Harrow Station)

Source: TfL

North Harrow station is located on the westbound route of Metropolitan line to Watford/ Amersham. This route links North Harrow to Aldgate, providing easy access to central London. The estimated travel time from North Harrow Station to Baker Street Station is approximately 30min.

Passenger footfall data at Stanmore Station[2]

The Graphs below illustrate the variation in entry taps on weekends at North Harrow Station from 1 Jan 2019 to 1 Jan 2025. It is evident from the data that footfalls have not yet recovered to pre-pandemic levels.

Figure 6: Entry Taps during weekends (monthly total)

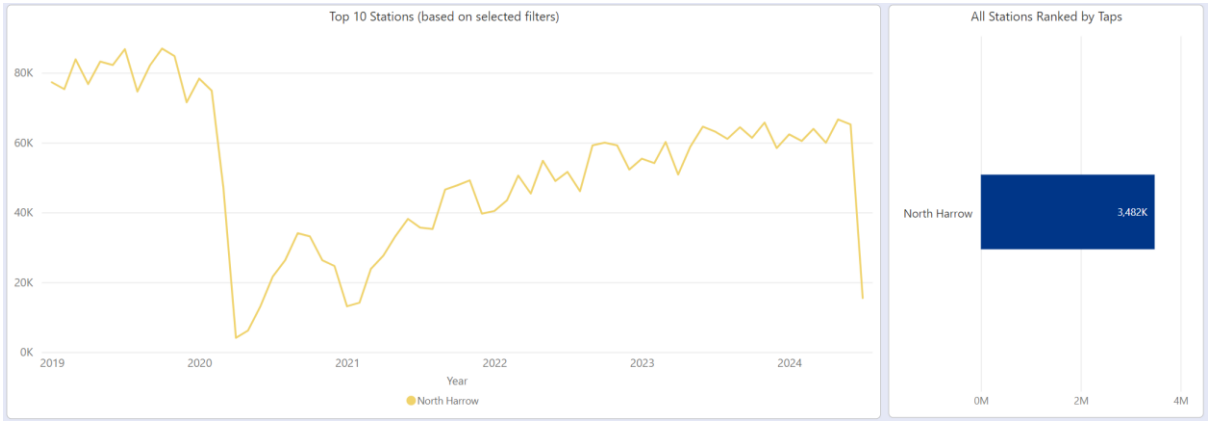
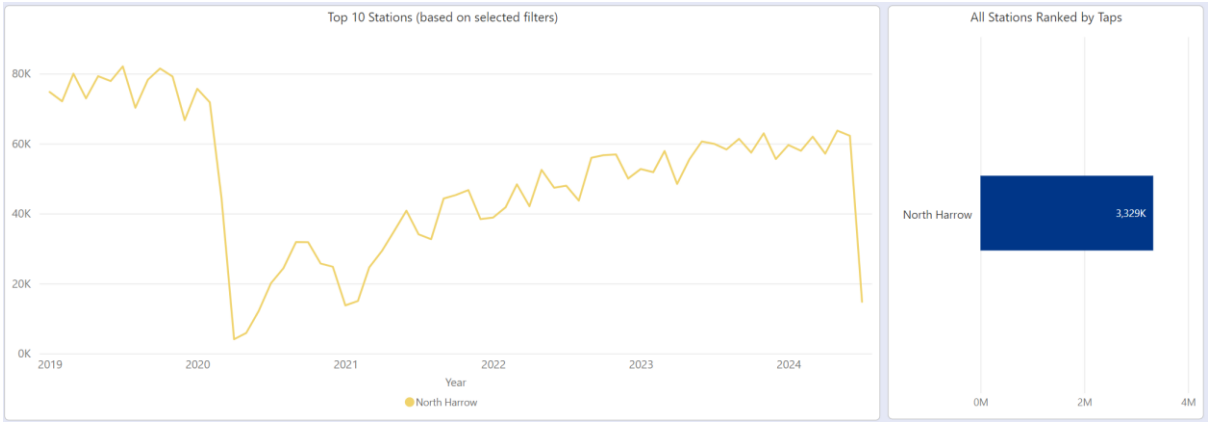


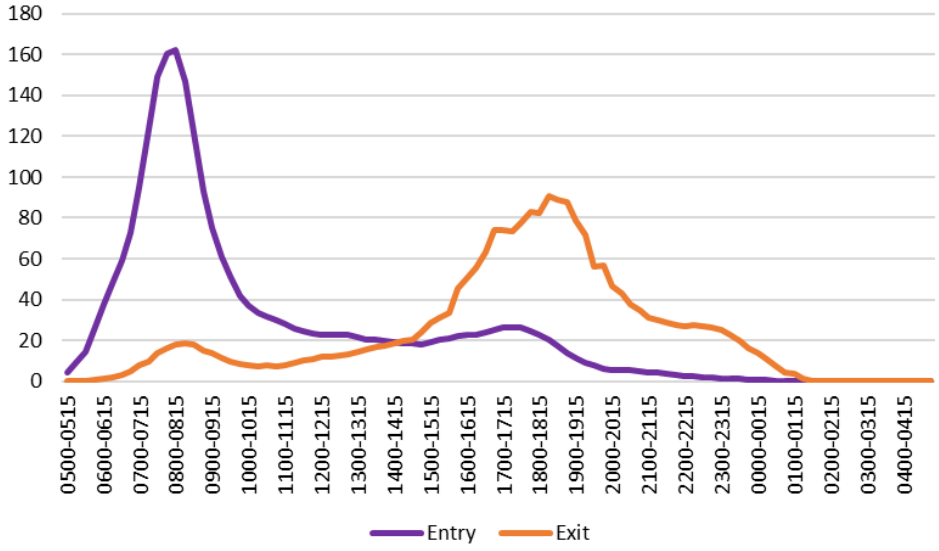
Figure 7:Exit Taps during weekends (monthly total)



[2] Source: TFL – Journey Counts By Travel Mode

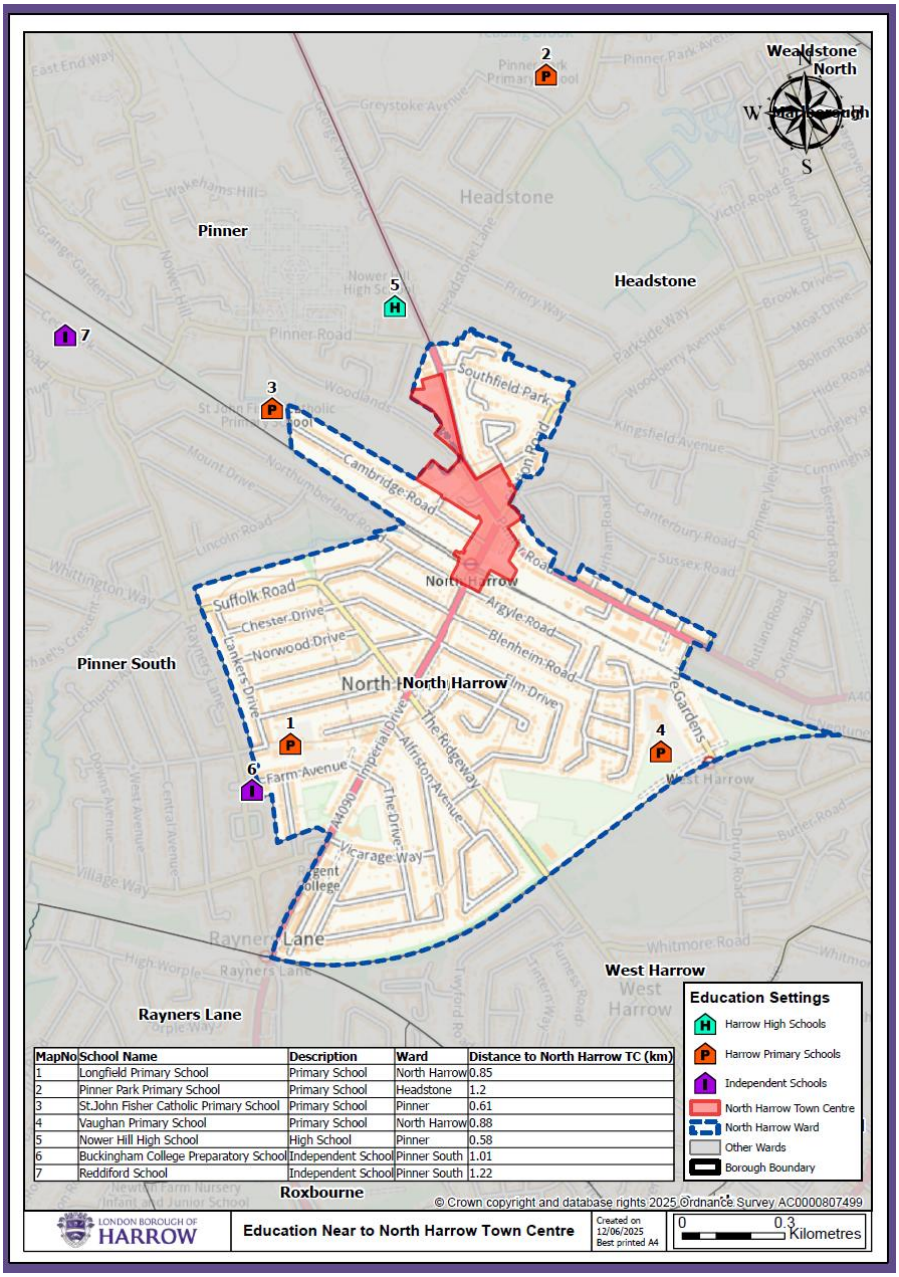
The dataset below represents the travel demand on typical autumn weekdays - Monday, Tuesday to Thursday, Friday, Saturday and Sunday. Data covers every 15-minute period throughout the traffic day and assumes a perfect train schedule being operated.

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



8. Schools and colleges in the catchment area

Figure 9: ***Schools and colleges in the catchment area***



MapNo	School Name	Description	Ward	Distance to North Harrow TC (km)
1	Longfield Primary School	Primary School	North Harrow	0.85
2	Pinner Park Primary School	Primary School	Headstone	1.2
3	St.John Fisher Catholic Primary School	Primary School	Pinner	0.61
4	Vaughan Primary School	Primary School	North Harrow	0.88
5	Nower Hill High School	High School	Pinner	0.58
6	Buckingham College Preparatory School	Independent School	Pinner South	1.01
7	Reddiford School	Independent School	Pinner South	1.22

Name of the institution	**Number of pupils enrolled in 2024-25[3]**
Longfield Primary School	670
Pinner Park Primary School	875
St John Fisher Catholic Primary School	624
Vaughan Primary School	676
Nower Hill High School	2023
Buckingham College Prep School	107
Reddiford School	221
Total	**5196**

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

9. North Harrow District Centre Streetscape

Views along Imperial Drive

THE KITCHEN SHOPPE
sagar
SAM ACCOUNTANTS
PLATINUM

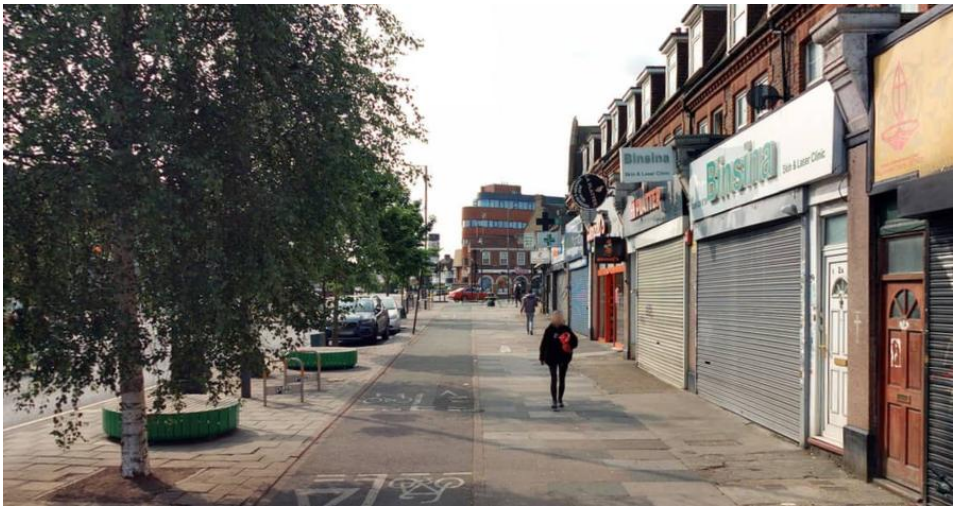
COURT

BRIAN COX
Kulcha

Views Along Pinner Road

harrow carers centre
020 8868 5224
Twist

183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10. Local Estate Agents

This table lists a number of local estate agents in the area. 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. North Harrow Traders Association

The North Harrow Traders Association represents views and interests of North Harrow businesses and are always keen for new members to get involved. The association plays a vital role in supporting the local business community and works collaboratively to enhance the commercial environment and trading prospects in the area.

The Trader's Association serves as the main interface between local businesses and officers of the 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 ensure North Harrow remains an attractive and thriving destination for both residents and visitors.

The association is committed to fostering strong relationships between businesses and working together to address common challenges and opportunities. They understand the importance of joint working with the council and other stakeholders to deliver positive outcomes for the local area.

For membership of the North Harrow Traders Association, businesses can contact the chairperson or attend one of the regular group meetings to learn more about how they can get involved in supporting the local business community.

The current chairperson is Moses Kazibwe from Mayfords Estate Agents. He can be contacted on moses@mayfords.com.

12. Appendix: Description of relevant planning Use Categories

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 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.

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