LONDON BOROUGH OF HARROW

Harrow Town 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 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

Harrow Town Centre

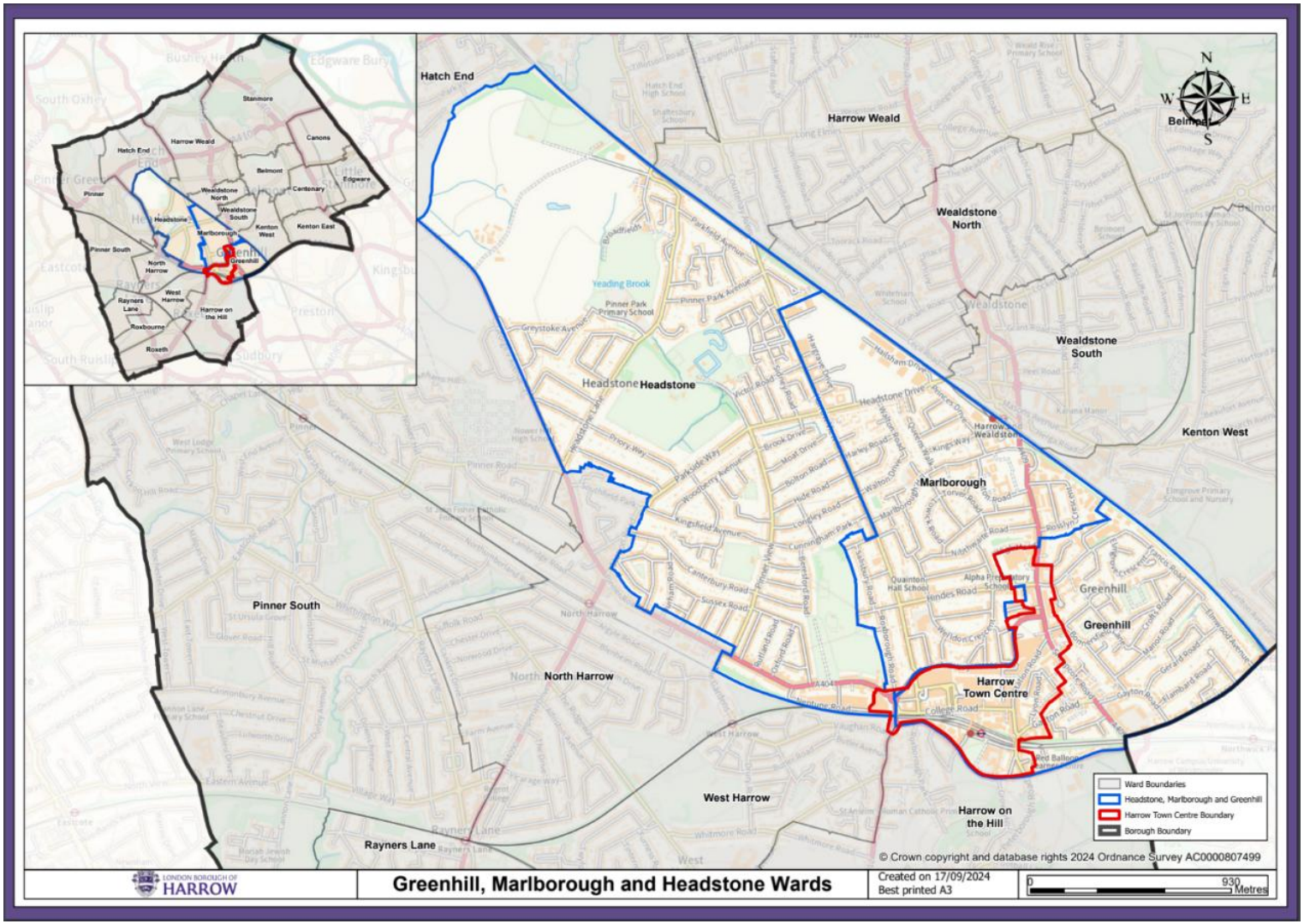
Harrow town centre is classified as a **Metropolitan Centre** under the London Plan 2016 and its boundary extends over three wards – Greenhill, Marlborough and Headstone. Retail and office use is mainly located along St. Anns Road, College Road and Station Road, including St. Anns Shopping Centre and St. Georges Shopping Centre. Harrow Town Centre presently has c. 372 shopfronts occupying approximately 116,458 sq.m. floor space.

The Harrow Bus Station and Harrow-on-the-hill train station are located within the town centre, offering convenient connections to other district centres, central London and important commercial nodes in West London as well as Heathrow airport. It is served by 16 Bus routes, the Metropolitan Line and Chiltern Railways.

Please refer to the location map of Harrow Town Centre given overleaf.

LONDON BOROUGH OF HARROW

Figure 2: Greenhill, Headstone and Marlborough Wards



2. Demographic Characteristics

Harrow Town Centre is bounded by three wards – Marlborough, Greenhill and Headstone having a combined total population of 37,887 (Census 2021). The average population density across these wards is c.6,772 persons per square kilometre.

The key demographic characteristic of each ward is described below.

Table 1: Total Population and Density

	Marlborough Ward		Greenhill Ward		Headstone Ward		London Borough of Harrow	
	Population	%	Population	%	Population	%	Population	%
All persons	11,990	100.0	11,015.0	100.0	14,882.0	100.0	261,203	100.0
Male	5,904	4920%	5,487.0	4980%	7,376.0	4960%	128,797	49.3
Female	6,086	5080%	5,528.0	5020%	7,506.0	5040%	132,406	50.7

	Marlborough Ward	Greenhill Ward	Headstone Ward	London Borough of Harrow
Population Density (persons per square kilometre)	9,432.8	9,519.5	4,700.4	5,175.4

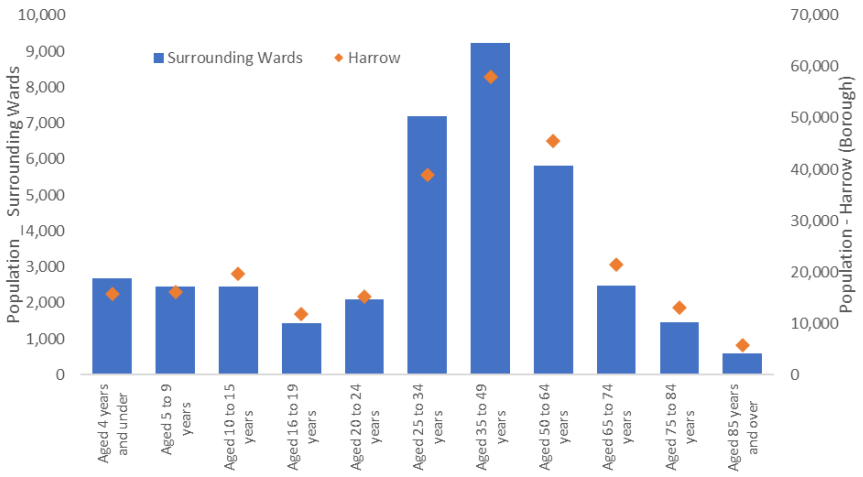
Source: www.nomisweb.co.uk/sources/census_2021

Population by age-categories in the surrounding wards

The proportion of working-age population (16-64 years) in these wards is c.68% (25,777 residents), compared with c.65% in Harrow, and 63% across England.

c. 13% of the population is in these wards is in the 5-15yr age group which is similar to Harrow (13.7%) and England (13.1%).

The proportion of population above 64 years is c. 12%, compared to 15.4% for the entire borough.



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

Population by Ethnicity

Table 2: Ethnicity

	Marlborough Ward		Greenhill Ward		Headstone Ward		London Borough of Harrow	
Ethnic group	Population	%	Population	%	Population	%	Population	%
Asian, Asian British or Asian Welsh	4,935	41.2	5,302	48.1	7,058	47.4	118,152	45.2
Black, Black British, Black Welsh, Caribbean or African	893	7.4	767	7	894	6.0	19,151	7.3
Mixed or Multiple ethnic groups	665	5.5	498	4.5	795	5.3	9,833	3.8
White	4,724	39.4	3,673	33.3	5,122	34.4	95,233	36.5
Other ethnic group	773	6.4	775	7	1,014	6.8	18,836	7.2

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

Figure 2: **Harrow Town Centre District Centre Catchment Illustration**

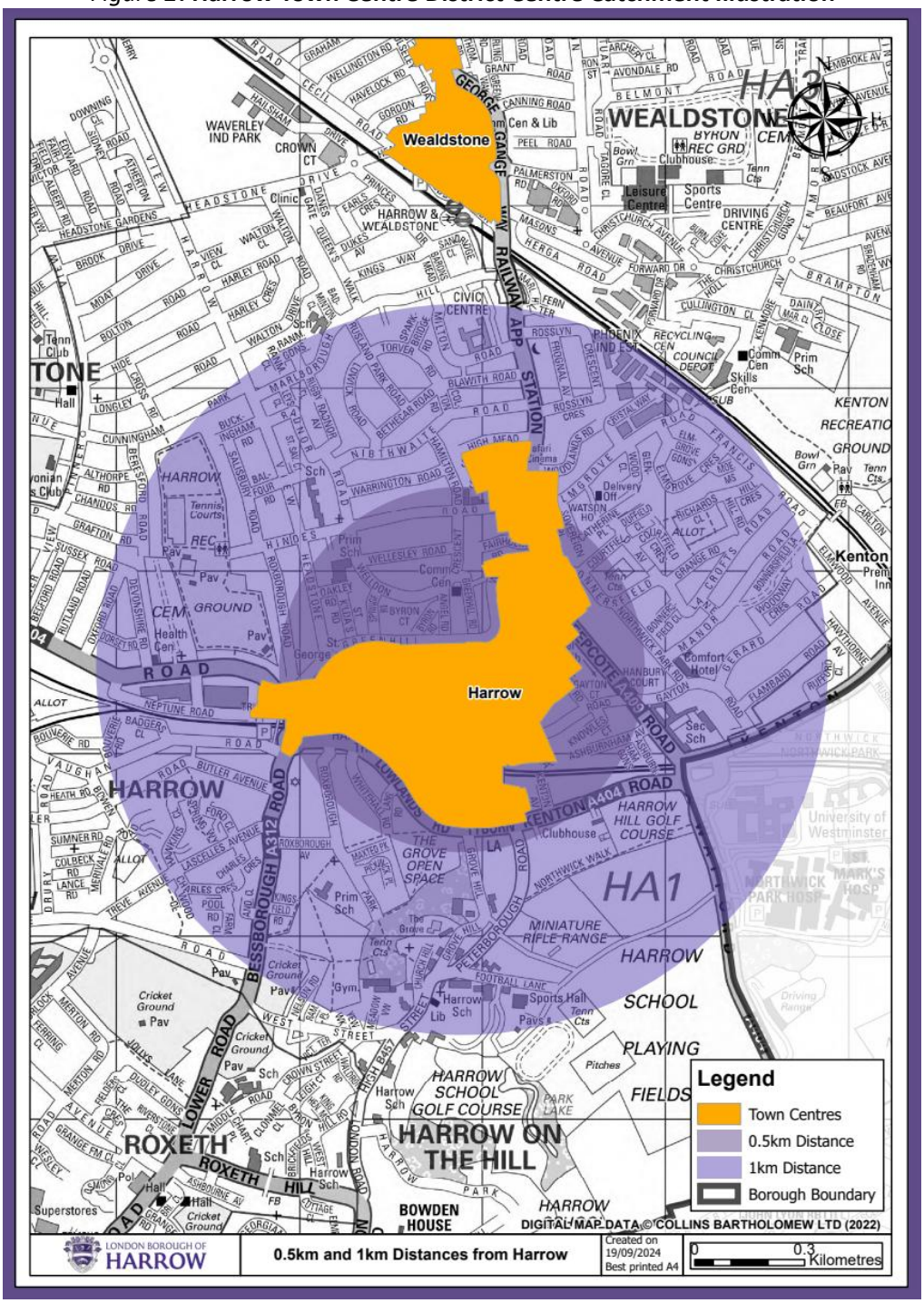


Table 3: ***Distance to Nearest Town Centres***

Closest District Centres	**Distance in miles (Kilometres)**
Wealdstone	1.55 mi (2.49 km)
North Harrow	1.98 mi (3.19 km)
Kenton	2.44 mi (3.93 km)
South Harrow	2.87 mi (4.61 km)

3. Harrow Town Centre Catchment Insights

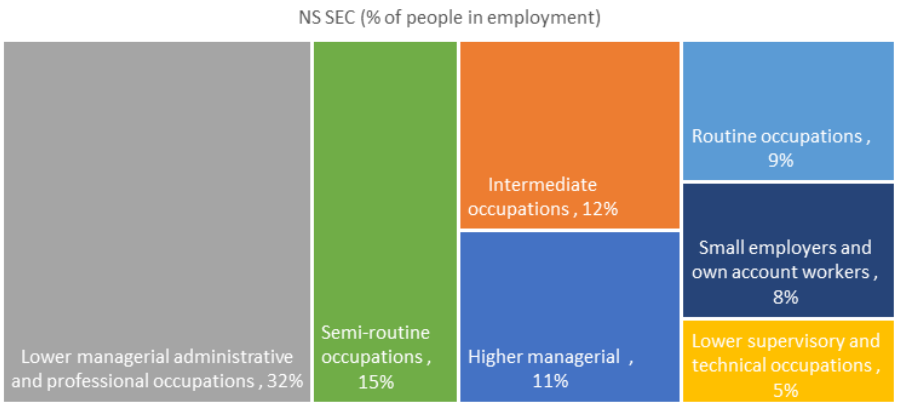
We have used Acorn segmentation to analyse the customer information for c. 14,376 households which are located within a 20-minute walking distance (approximately 1.0 mile) from the district centre.

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

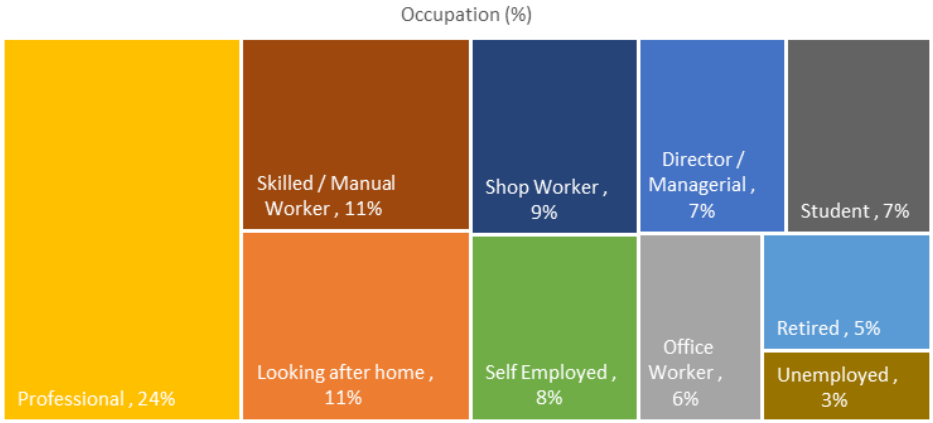
For more information about what these categories mean please use this link to access the Acorn User Guide.

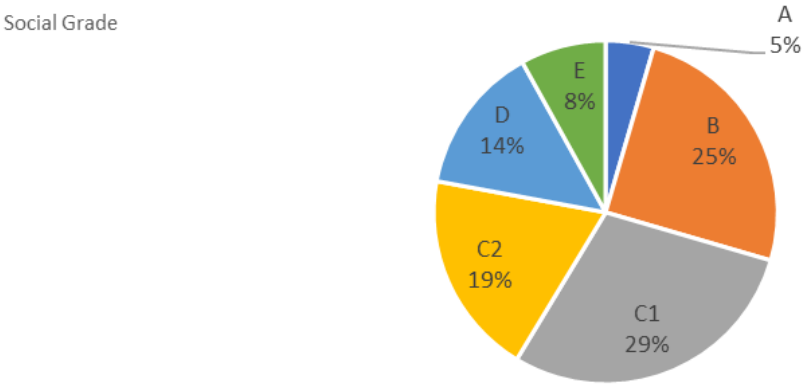
Acorn Category	% Households in the catchment	Acorn Definition	Acorn Category as UK percentage
Rising Prosperity	45.5%	These are generally younger, well educated, professionals moving up the career ladder, living in our major towns and cities. Singles or couples, some are yet to start a family, others will have younger children.	9.3%
Financial Stretched	23.4%	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%
Comfortable Communities	14.9%	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%
Urban Adversity	10.7%	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%
Affluent Achievers	5.6%	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 %

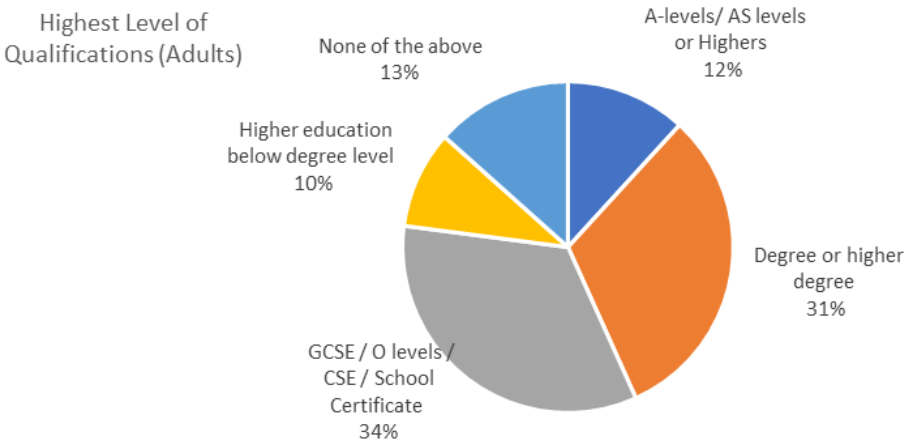
- **Underlying socio-economic characteristics of the catchment population**



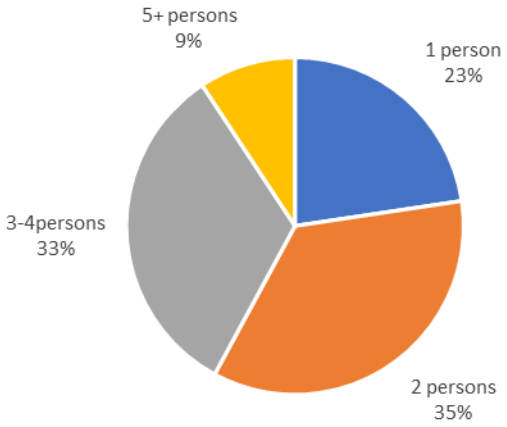
NS SEC: National Statistics Socia-Economic Classification


Occupation (%)
Professional , 24%
Skilled / Manual Worker , 11%
Looking after home , 11%
Shop Worker , 9%
Self Employed , 8%
Director / Managerial , 7%
Office Worker , 6%
Student , 7%
Retired , 5%
Unemployed , 3%


Social Grade
A 5%
B 25%
C1 29%
C2 19%
D 14%
E 8%


Highest Level of Qualifications (Adults)
None of the above 13%
A-levels/ AS levels or Highers 12%
Higher education below degree level 10%
Degree or higher degree 31%
GCSE / O levels / CSE / School Certificate 34%

Household Size



Household Annual Income

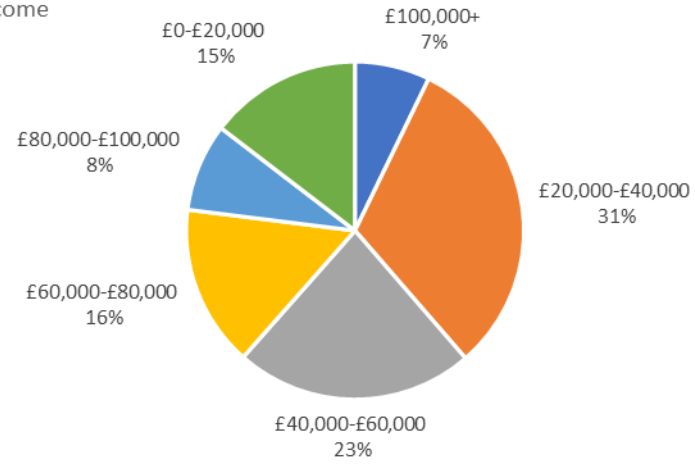


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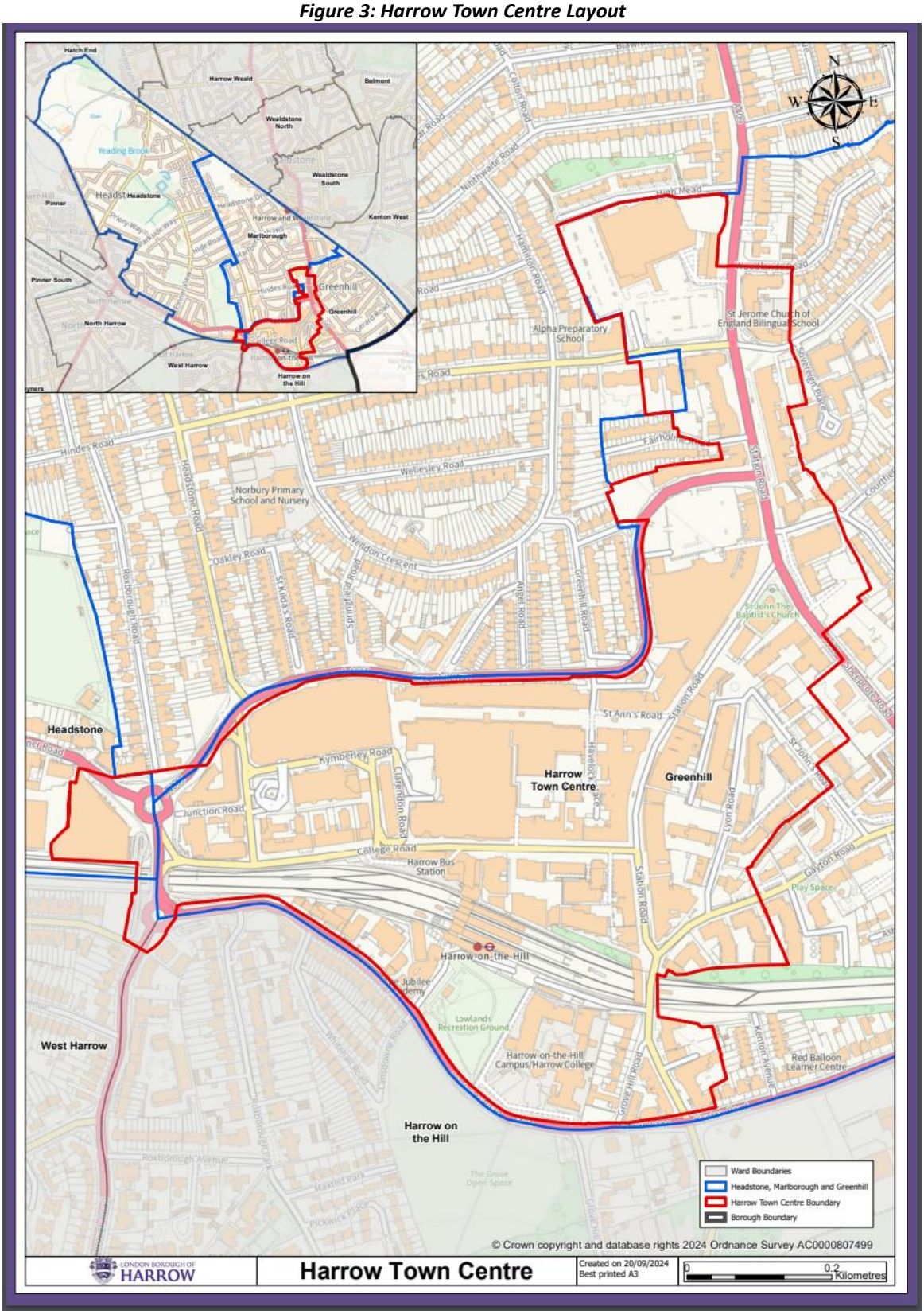
Figure 3: Harrow Town Centre Layout



4. Composition of Retail Units and Floor Space

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

Harrow Town Centre[2]	Units		Floorspace	
	No.	%	sq.m	%
A1 Retail	185	49.73%	78103	67.07%
A2 non-retail	46	12.37%	7791	6.69%
A3 non-retail	67	18.01%	8334	7.16%
A4 non-retail	6	1.61%	1976	1.70%
A5 non-retail	13	3.49%	1090	0.94%
SG non-retail	17	4.57%	1936	1.66%
B1 non-retail	13	3.49%	2090	1.79%
Other	25	6.72%	15138	13.00%
Total	372	100.00%	11,6458	100.00%

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

Type of business	No of Units
Comparison	
Clothes shops	17
Jewellers	3
Shoe shop	5
Electrical, photography, computing	
Phone shop	1
Food & drink	
Bakers	5
Supermarket	10
Butchers	1
Grocers	7
Health & Personal	
Hair & Beauty	26
Opticians/audiologists	3
Chemist	4
Health Shop	3
Gym	5
Dental practice	2
House	
Furniture	1

Type of Business	No of Units
Financial, Professional & Prosperity	
Banks & building societies	15
Estate Agents	10
Solicitors	5
Accountants	5
Financial Services	1
Insurance Office	
Restaurant/Take Aways/Pubs	
Restaurant	48
Take Away	8
Public House	4
Café	18
Dessert lounge	2
Tea House	1
Public House	4
Sandwich Shop	3
Bar	1
Services	
Dry cleaners/clothes repair	3
Print	
Travel Agents	2
Launderette	

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

Household goods shop	9		**Community**	
			Community centre	1
Miscellaneous & Specialist			Library	1
Care Providers	5		Religious centre	2
DIY Shop	1			
Sports Shop	3		**Miscellaneous & Specialist**	
Ice cream parlour	2		Charity Shop	5
Residential	7		Luggage shop	1
Vegetarian food shop	1		Cards/Gift Shop	3
Off-licence	1		Stationers	2
Money shop	2		Laser Treatment Clinic	2
IT Services	1		Massage parlour	2
Nursery	1		Education	4
Tattoo studio	1		Casino/betting shop	7
Nail salon	3		Office	4
Acupuncturist	1		Vacant	32
Access To Yard	1		Redevelopment site	9
Photography studio	1		Internet café	1
Fishmonger	2		Hardware shop	1
Entrance	10		Tile shop	1
Convenience foods	1		Cake shop	1
Access	3		Sweets/Savouries	1
E-cigarette shop	1		Funeral Directors	1
Shisha restaurant	2		Banqueting Hall	1
Snack shop	1		Bed shop	1
Breakout Area	1		Tobacco shop	1
Perfume Shop	2		Computer game shop	1
Atrium Area	7		Computer shop	1
Hotel	1		Pawnbrokers shop	3
Street food	1		Ironmonger	1
Services Project Engineers	1		Electric Vehicles Shop	1
Cinema	1		Leather Goods	1
Indoor Mini Golf	1		Telecommunications shop	3
Design Studio	1		Bookshop	2
Key/Shoe Repairs	1		Food Hall	1
Recruitment	1		Fire Doors	1
Electrical shop	1		Cosmetics	1

5. Retail and Office Rents

Harrow Town Centre offers a variety of unit sizes for retail and office use. Popular high street locations include College Road, Sheepcote Road and Station Road. The Town Centre also benefits from the presence of two shopping centres – St. Anns and St. George's.

- The estimated rent for retail shops varies from **£ 32 to £45 per sq.ft**. **per year**, excluding VAT and deposits. Retail units are available in a range of sizes, from c. 200 sq.ft. to c. 2,500 sq.ft.
- Estimated rent for unfurnished offices varies from **£ 25 to £38 per sq.ft. per year**, excluding VAT and deposit costs. Office units range in sizes from c.500 sq.ft. to c.8000 sq.ft., subject to availability.
- The estimated rents for serviced offices would range from **£250 to £275 per person per month**, excluding VAT and deposit. *These are indicative rents only and at the time of publishing this document we could not identify any specialist serviced office operators in Rayners Lane*.

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

These estimates are based on the properties listed on the following property portals, and estimates provided by local estate agents:

https://propertylink.estatesgazette.com/

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

https://completelyretail.co.uk/

https://www.onthemarket.com/

https://gcw.co.uk/

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 4: Main transport links

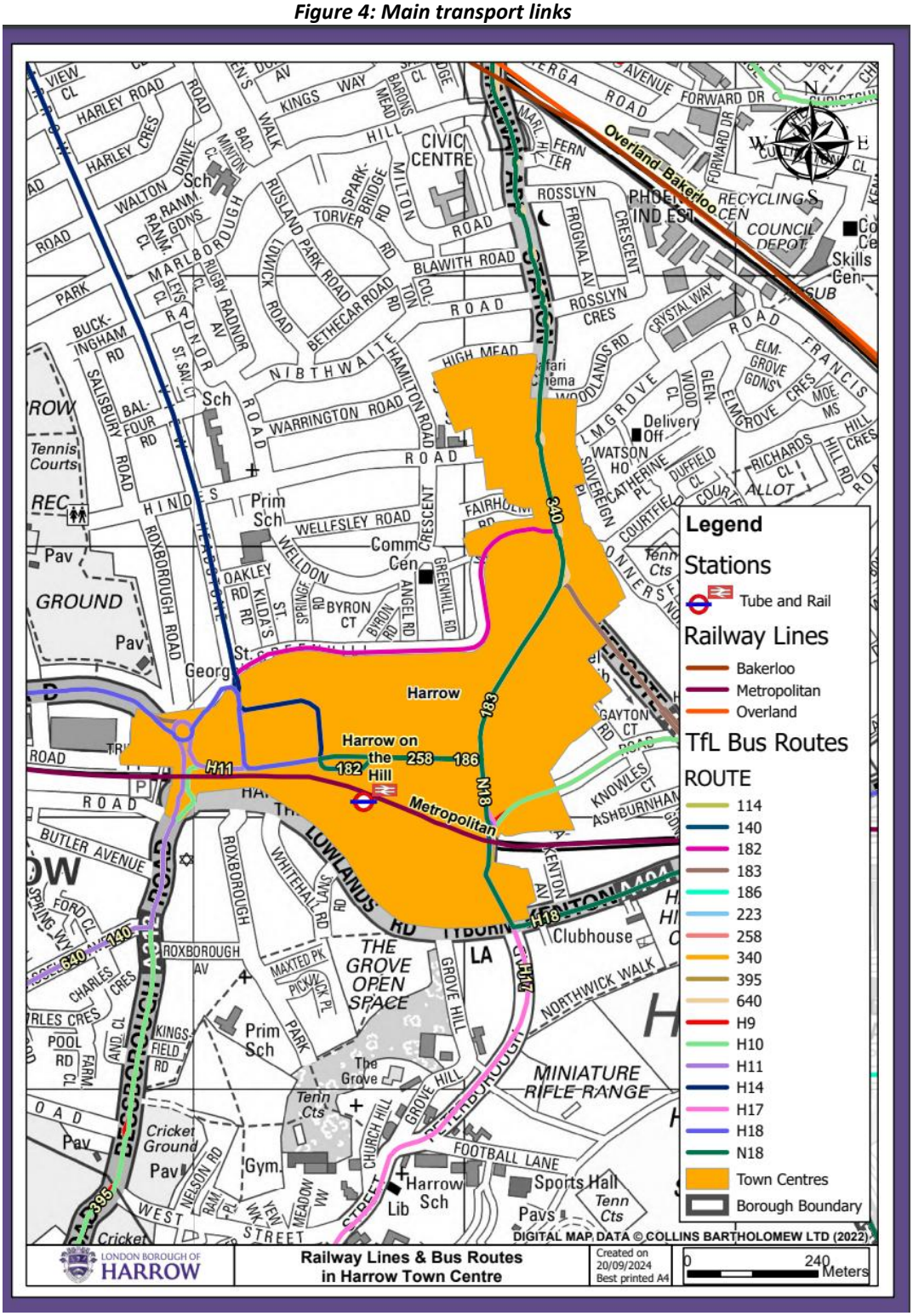


Table 6: ***Buses & train connectivity***

Bus number	Route
114	From: Ruislip Station To: Mill Hill Broadway Station
140	From: Harrow Weald Bus Garage To: Hayes & Harlington Station
182	From: Brent Cross Shopping Centre To: Bannister Playing Fields
183	From: Pinner Station To: Golders Green Station
186	From: Northwick Park Hospital Social Club To: Brent Cross Shopping Centre
223	From: Wembley Central Station To: Harrow View West
258	From: Watford Junction Station To: South Harrow Bus Station
340	From: Harrow Bus Station To: Edgware Station
395	From: Harrow Bus Station To: Westway Cross Retail Park
640	From: South Harrow Station To: Bentley Wood High School
H9	From: St Mark's Hospital To: Northwick Park Hospital
H10	From: St Mark's Hospital To: Northwick Park Hospital
H11	From: Mount Vernon Hospital To: Harrow Bus Station
H14	From: St Thomas' Drive To: Northwick Park Hospital
H17	From: Wembley Central Station To: Harrow Bus Station
H18	From: Harrow Bus Station To: Harrow Bus Station
N18	From: Harrow Bus Station To: Harrow Bus Station (Night)
Tube	Metropolitan Line: Watford/Amersham/Uxbridge to Aldgate
Chiltern Railway	London Marylebone to Aylesbury Vale Parkway

Source: TfL

Harrow on the Hill rail and tube station is situated along the West-bound Metropolitan Line route to Uxbridge, Amersham and Watford. The Metropolitan Line provides easy access to central London - Baker Street, King's Cross and other commercial hubs. The estimated travel time from *Harrow on the Hill* station to Baker Street Station is approximately 25-30min.

The Harrow Bus Station is located adjacent to the rail and tube stations. As mentioned in the table above*, Harrow bus station* is connected to Watford, Ealing, Edgware, Brent Cross, Golders Green, Wembley, Heathrow Airport, Ruislip, Northolt, Greenford, Charing Cross (Night Bus), Bushey Heath and Northwood.

Passenger footfall data at Harrow-on-the-Hill Station[3]

The following Graphs illustrate the variation in entry taps on weekends at *Harrow on the Hill* Station from 1 Jan 2019 to 1 Jan 2024. It is evident from the data that footfalls remain marginally below pre-pandemic levels in March 2022 and remained stable through 2023 other than seasonal variation.

Source: TfL

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

Figure 5: Entry Taps during weekends (monthly total)

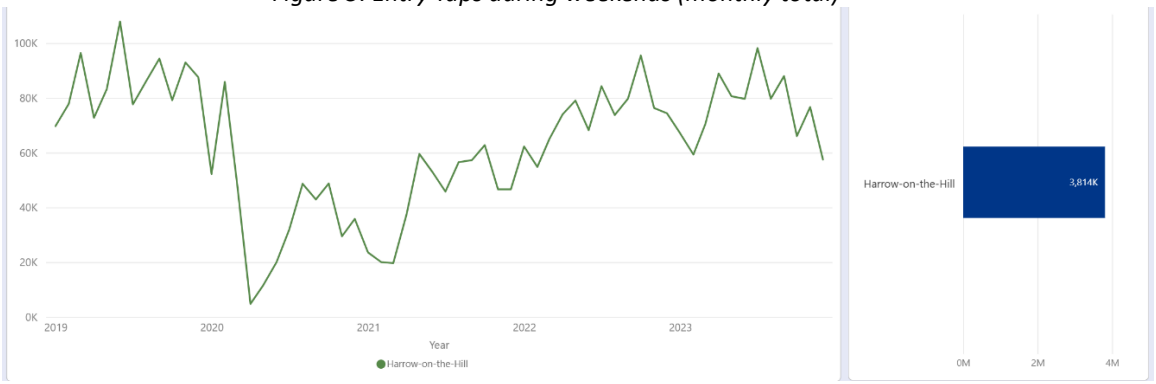
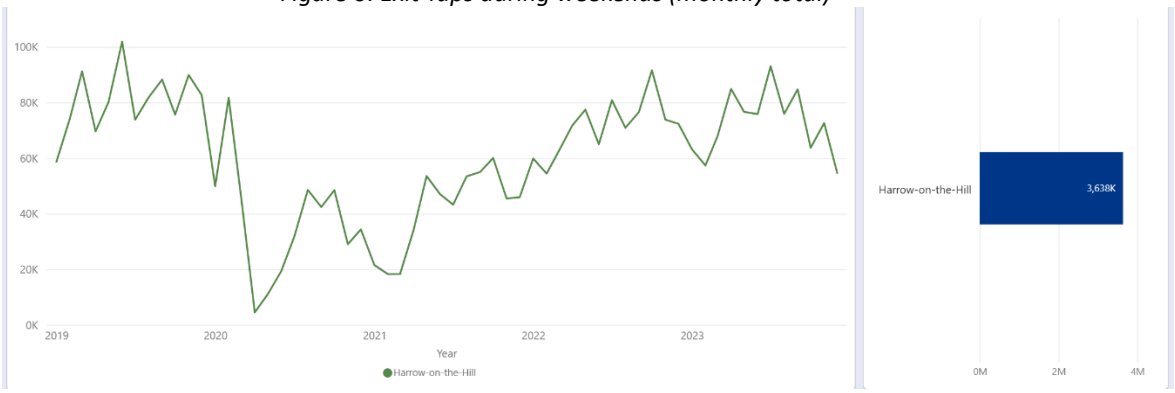


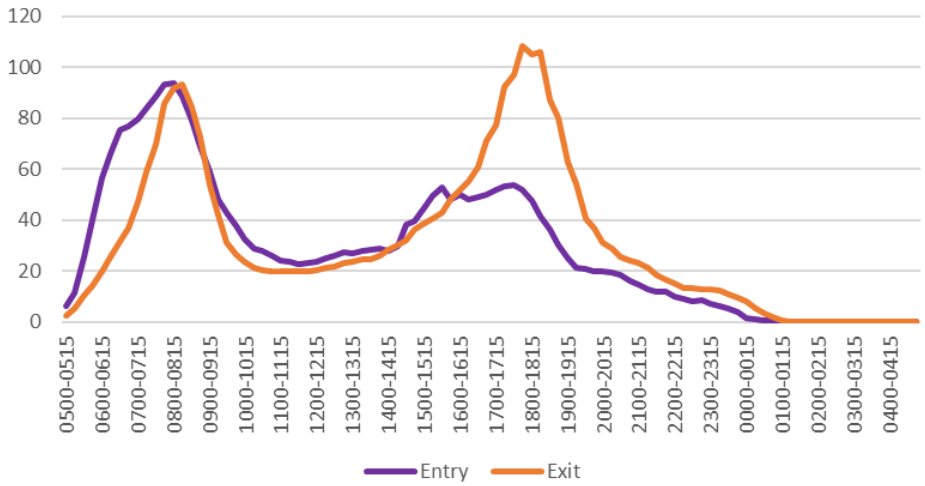
Figure 6: Exit Taps during weekends (monthly total)



Source: TFL – Journey Counts By Travel Mode

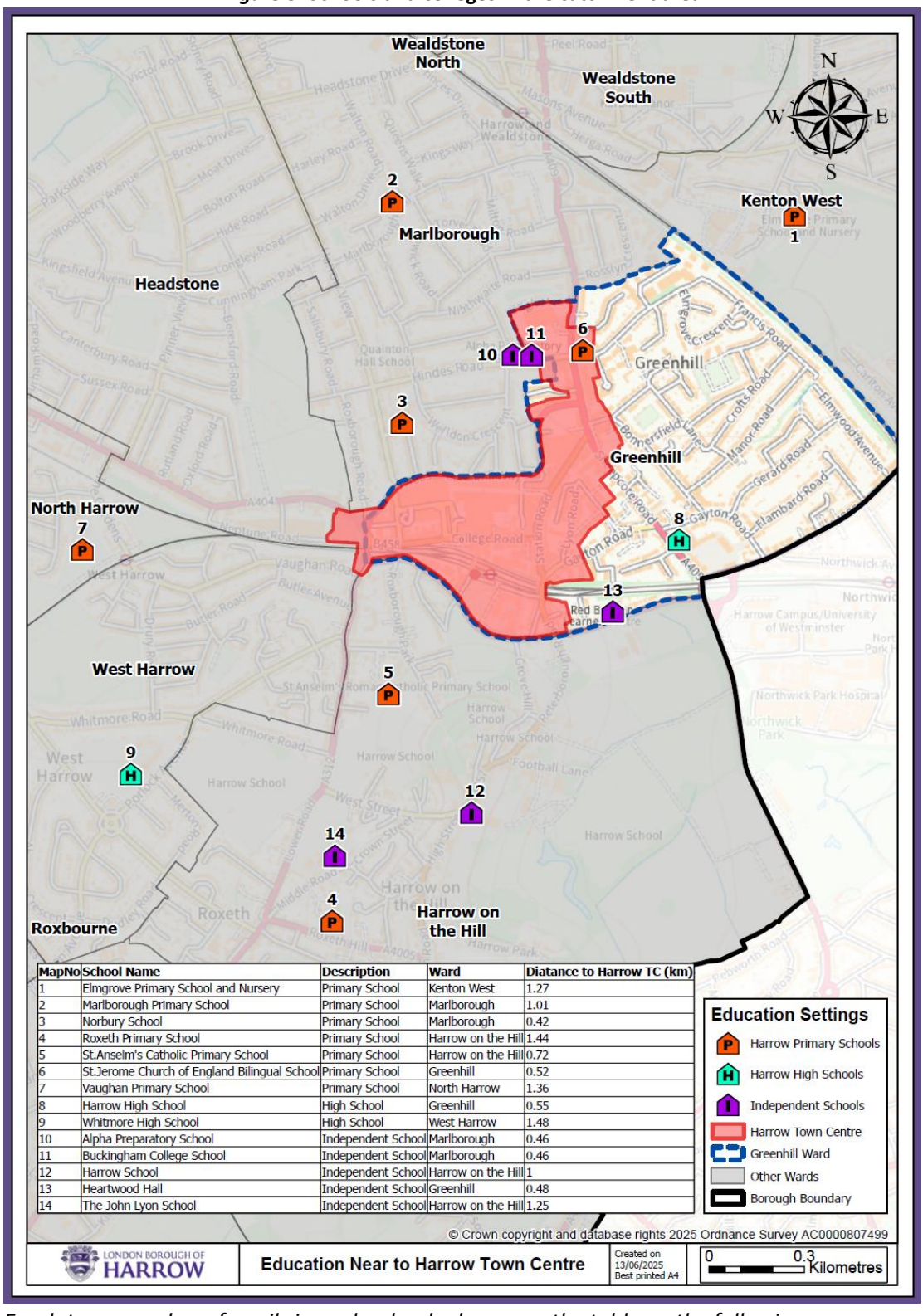
The dataset below represents the travel demand on a typical autumn Monday, Tuesday to Thursday, Friday, Saturday and Sunday. Data covers every 15-minute period throughout the traffic day and assumes a perfect train schedule being operated.

Figure 7: Variation in average daily footfall at Harrow-on-the-hill (week, 2022)



8. Schools and colleges in the catchment area

***Figure 8*: Schools and colleges in the catchment area**



MapNo	School Name	Description	Ward	Diatance to Harrow TC (km)
1	Elmgrove Primary School and Nursery	Primary School	Kenton West	1.27
2	Marlborough Primary School	Primary School	Marlborough	1.01
3	Norbury School	Primary School	Marlborough	0.42
4	Roxeth Primary School	Primary School	Harrow on the Hill	1.44
5	St.Anselm's Catholic Primary School	Primary School	Harrow on the Hill	0.72
6	St.Jerome Church of England Bilingual School	Primary School	Greenhill	0.52
7	Vaughan Primary School	Primary School	North Harrow	1.36
8	Harrow High School	High School	Greenhill	0.55
9	Whitmore High School	High School	West Harrow	1.48
10	Alpha Preparatory School	Independent School	Marlborough	0.46
11	Buckingham College School	Independent School	Marlborough	0.46
12	Harrow School	Independent School	Harrow on the Hill	1
13	Heartwood Hall	Independent School	Greenhill	0.48
14	The John Lyon School	Independent School	Harrow on the Hill	1.25

For data on number of pupils in each school, please see the table on the following page

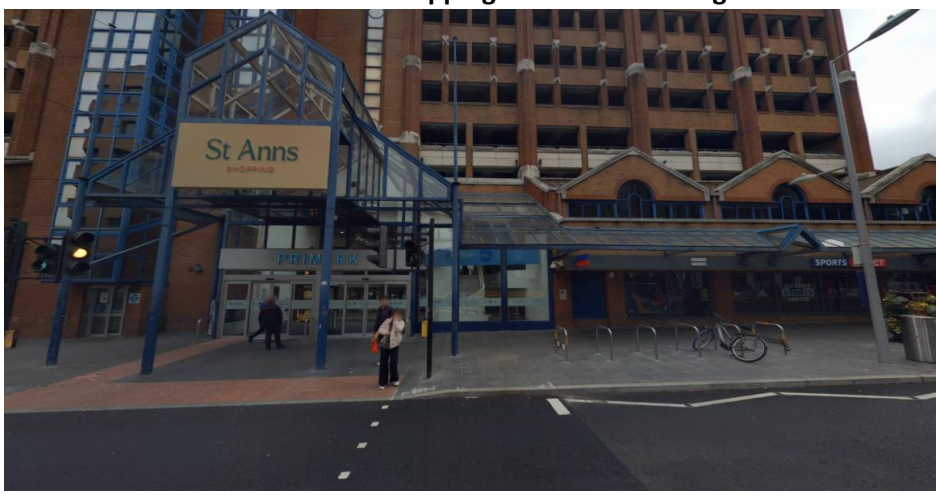
Name of the institution	Number of pupils enrolled in 2024-25[4]
Elmgrove Primary School and Nursery	802
Marlborough Primary School	648
Norbury School Primary School	663
Roxeth Primary School	405
St. Anselm's Catholic Primary School	414
St. Jerome Church of England Bilingual School	414
Vaughan Primary School	676
Harrow High School	1013
Whitmore High School	1739
Alpha Preparatory School (Independent School)	129
Buckingham College School (Independent School)	107
Harrow School (Independent School)	831
Heartwood Hall (Independent School)	60
The John Lyon School (Independent School)	832
Harrow College (Lowlands Campus)	3106
Total	**14,945**

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

9. Harrow Town Centre Streetscape

Office premises on College Road

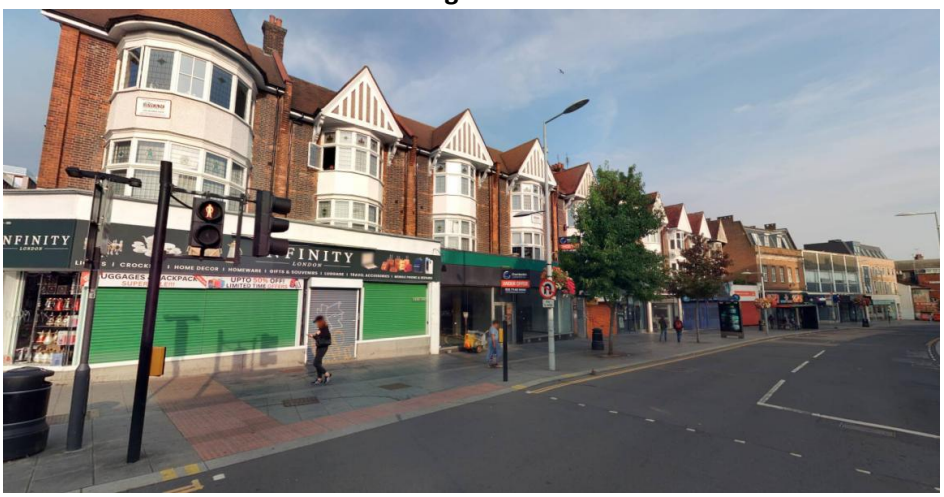
Entrance to St. Anns shopping centre from College Road



College road high-street

View along Station Road

View along Station Road



St. Anns Road Shopping

St. Anns Shopping Centre

ST George's shopping centre

Greenhill Place Street Food Kiosks (Off Station Road)

Station Road High Street

THE GEORGE
TRADITIONAL FREE HOUSE
WOK&G

LUCKY
Baskin & Robbins
ANN
HAIR CONNECTION

MAIL BOXES ETC.
Thai

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Station Road High Street

10. Local Estate Agents

This table lists several 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. Business Improvement District and Traders Association

Harrow Town Centre Business Improvement District (BID)

HA1 BID (Harrow Town Centre Business Improvement District) is a not-for-profit, business-led organisation that represents over 180 businesses within the HA1 postcode area. The BID exists to improve the trading environment in Harrow Town Centre and to give local businesses a strong, collective voice. Following a successful renewal ballot, HA1 BID entered its third five-year term on 1st April 2024.

The BID focuses on four key priorities: making the town centre Safe, Clean, Green, and Vibrant. Through these themes, the BID works to enhance public safety, improve the physical environment, attract footfall through events and campaigns, and strengthen the town's overall appeal for both shoppers and investors.

HA1 BID delivers a wide range of services that directly benefit businesses. These include the coordination of marketing campaigns and seasonal events that bring life to the high street, crime reduction initiatives through the Harrow Business Against Crime (HBAC) scheme, and dedicated street ambassadors who patrol the area daily. The BID also works closely with Harrow Council, the Metropolitan Police, and other partners to tackle anti-social behaviour and support local development.

Governance is provided by a Board of Directors made up of representatives from major local businesses, including Boots, McDonald's, and St Anns Shopping Centre. The board is supported by working groups focusing on operations, marketing, finance, and crime governance. This collaborative structure ensures that the BID's projects are business-driven and responsive to local needs.

The BID is managed by Louise Baxter, who has a strong background in regeneration, business support, and public-private partnerships. Louise leads a small, hands-on team dedicated to delivering real value for BID members.

If you would like to learn more about HA1 BID or find out how to get involved, please contact:

Louise Baxter
BID Manager, HA1 BID
louise@ha1bid.co.uk
Info@ha1bid.co.uk

Tel: 02088639933

Station Road Traders Association

Located near Harrow Town Centre, Station Road is home to a wide variety of businesses, including religious shops, food outlets, estate agents, and other independent retailers, creating a vibrant and culturally rich high street.

The Station Road Traders association is well-established, with several active members working together to promote the interests of local traders and enhance the overall shopping experience.

It remains open to new members and encourages all local businesses in the area to get involved in the activities.

With funding support from the London Borough of Harrow, the association is planning to deliver a range of community-focused projects. These include:

- Seasonal and cultural events to engage the community and celebrate the area's diversity.
- Street markets and promotional days to showcase local businesses and attract new visitors.
- Public realm improvements, such as planters, hanging baskets, and decorative lighting, to help improve the appearance of the street.
- Family-friendly activities, such as entertainment days or school holiday events, to encourage local footfall and community participation.

These initiatives aim to make Station Road a more welcoming and attractive destination for both residents and visitors, while strengthening the sense of community among local traders.

To get in touch or enquire about membership, please contact Wahid at **info@atlantis-properties.co.uk**

12. Appendix: Description of Relevant Planning Use Classes

Table 7: Summary of use reclassification after 1 September 2020[5]

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.

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