LONDON BOROUGH OF HARROW

Rayners Lane 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.

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 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

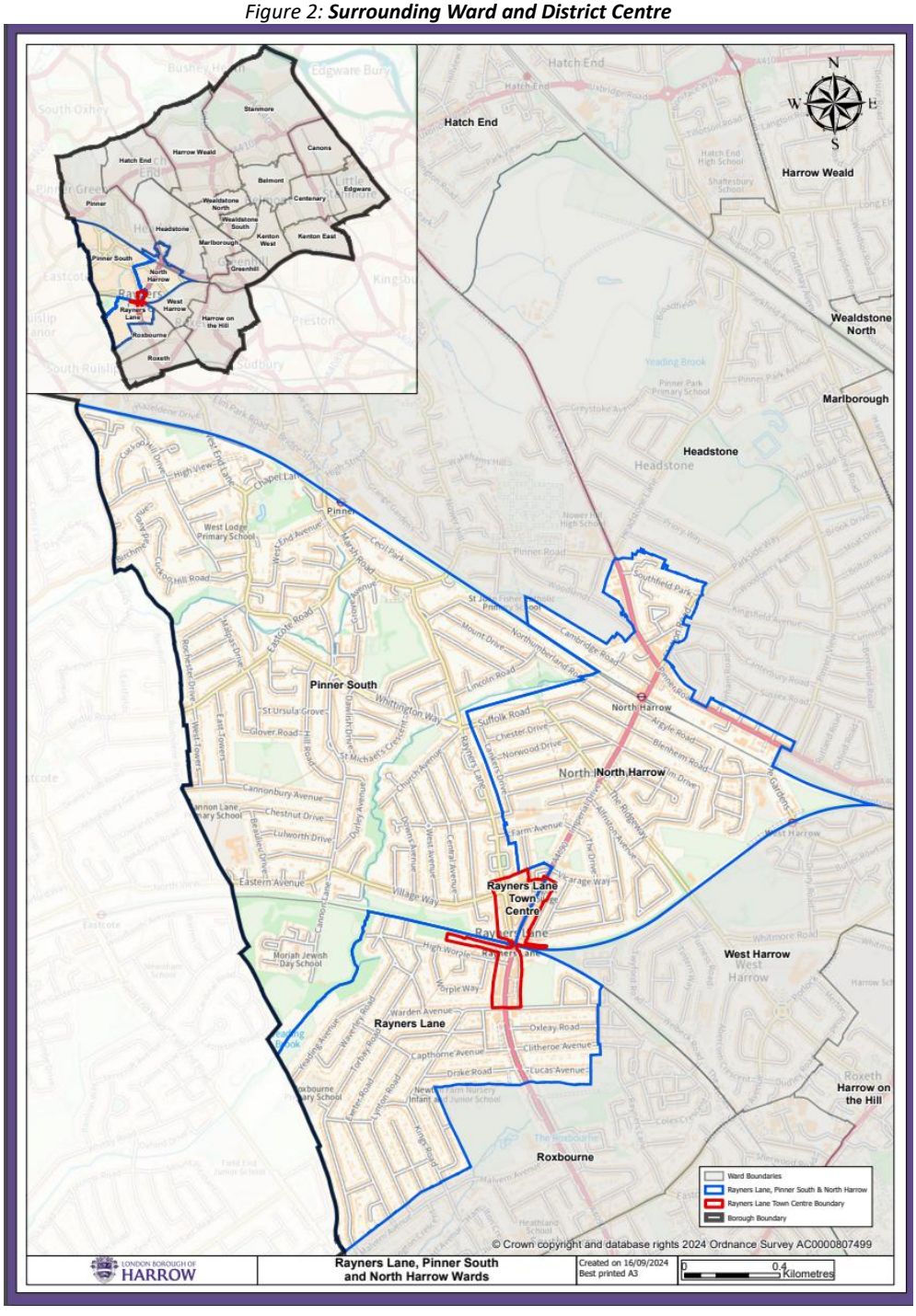
[1] https://www.harrow.gov.uk/downloads/file/31727/HC_economic_strategy_06.pdf

Rayners Lane District Centre

Rayners Lane town centre is classified as a **District Centre** under the London Plan 2016 and is nestled between Pinner South, Rayners Lane and North Harrow wards. The District Centre is situated along Alexandra Ave., Rayners Lane, Imperial Drive and Village Way. There are approximately 191 shopfronts occupying c. 21,568 sq.m. floor space.

Rayners Lane District Centre is served by 4 bus routes and the London underground. The Metropolitan and Piccadilly Lines pass through Rayners Lane Station.

Figure 2: ***Surrounding Ward and District Centre***



2. Demographic Characteristics

Rayners Lane District Centre extends across three wards – Pinner South, Rayners Lane and North Harrow, which have a total population of 33,876 (Census 2021). The key demographic characteristics of these wards are described below.

Table 1: Total population and density

	Pinner South Ward		Rayners Lane Ward		North Harrow Ward		London Borough of Harrow	
	Population	%	Population	%	Population	%	Population	%
All persons	15,739	100	9,143	100	8,994	100	261,203	100
Male	7,682	49	4,620	49	4,434	49	128,797	49.3
Female	8,057	51	4,523	51	4,560	51	132,406	50.7

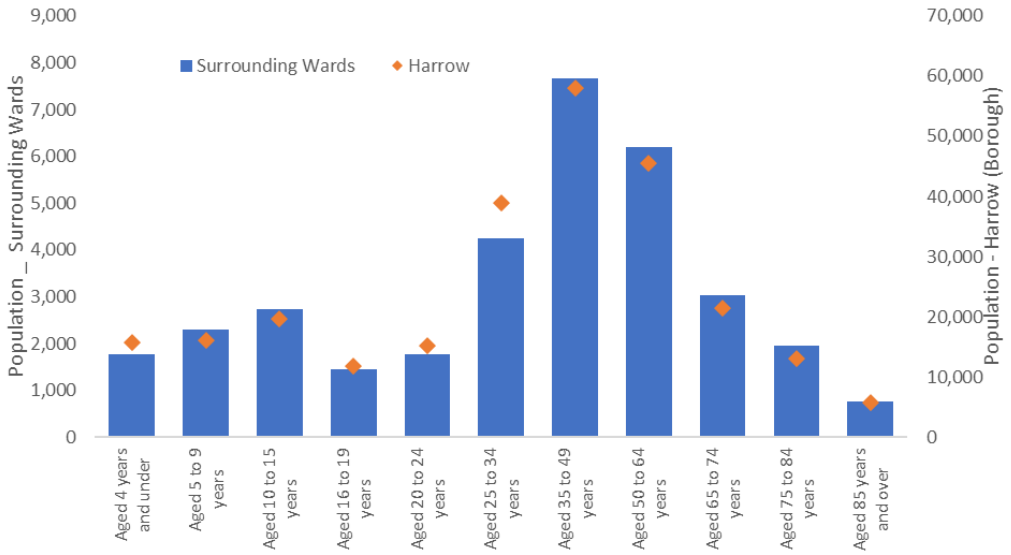
	Pinner South Ward	Rayners Lane Ward	North Harrow Ward	London Borough of Harrow
Population Density (persons per square kilometre)	5,140.8	8,091.2	6,360.2	5,175.4

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.63% (21,324 residents), compared with c.65% in Harrow, and 63% across England.

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



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

Population by Ethnicity

Table 2: Ethnicity

	Pinner South Ward		Rayners Lane Ward		North Harrow Ward		London Borough of Harrow	
Ethnic group	Population	%	Population	%	Population	%	Population	%
Asian, Asian British or Asian Welsh	7378	46.9%	5135	56.10%	4376	48.7%	118,152	45.2
Black, Black British, Black Welsh, Caribbean or African	557	3.5%	447	4.90%	547	6.1%	19,151	7.3
Mixed or Multiple ethnic groups	594	3.8%	292	3.20%	364	4.0%	9,833	3.8
White	6342	40.3%	2330	25.50%	3098	34.5%	95,233	36.5
Other ethnic group	869	5.5%	944	10.30%	606	6.7%	18,836	7.2

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

Figure 3: ***Rayners Lane District Centre Catchment Illustration***

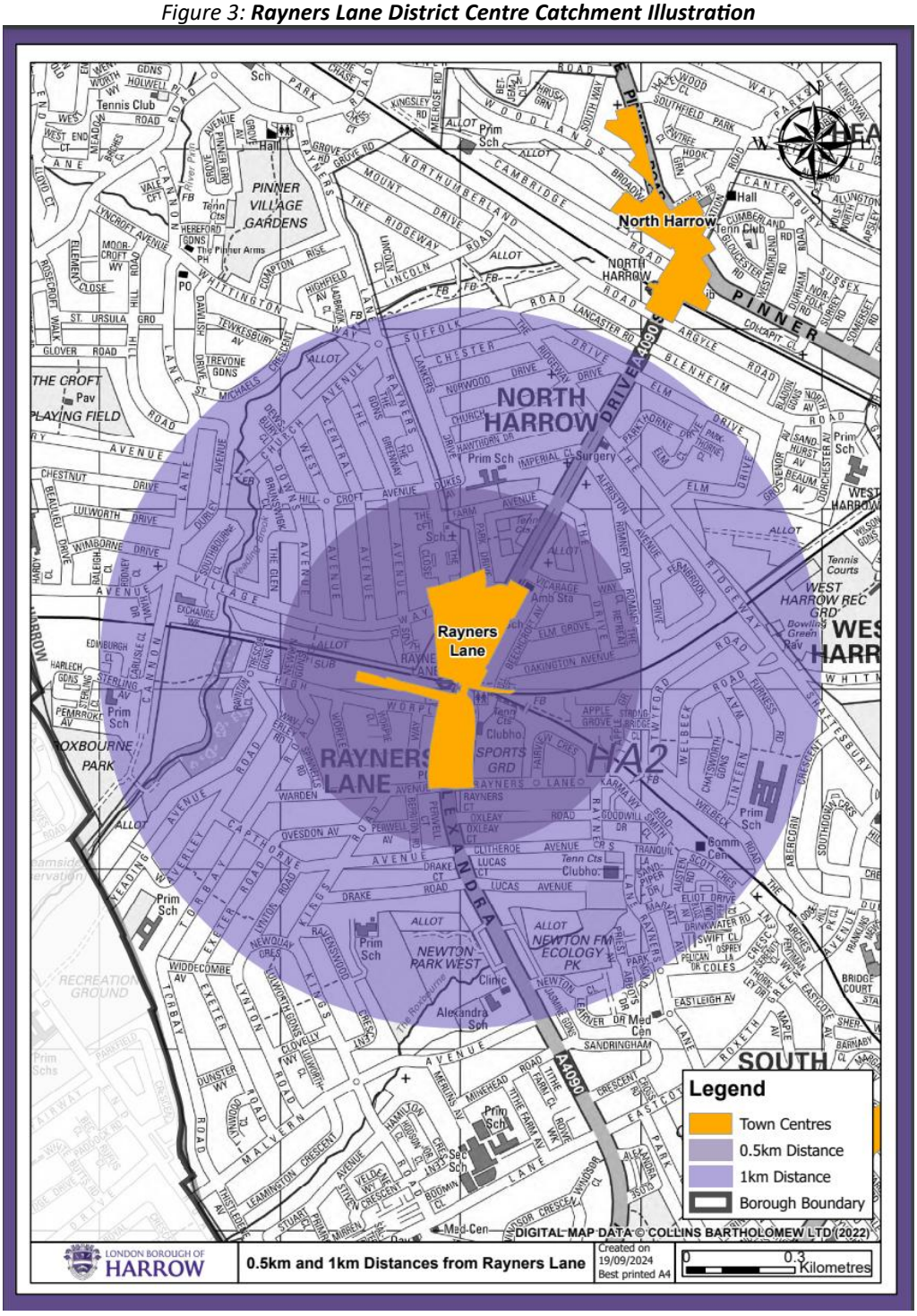


Table 3: ***Distance to Harrow and Nearest Town Centres***

Closest Centres	**Distance in miles (Kilometres)**
Harrow	2.51 mi (4.04 km)
North Harrow	0.57 mi (0.91 km)
Pinner	0.61 km (0.98 km)
South Harrow	2.47 mi (3.97 km)

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3. Rayners Lane District Centre Catchment Insights

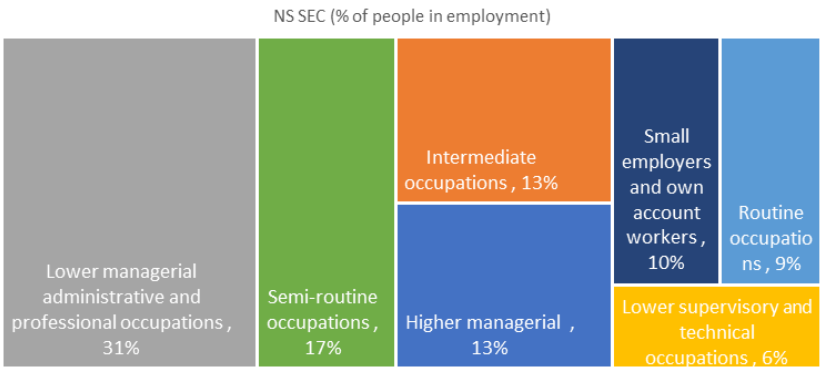
We have used Acorn segmentation to analyse the customer information for c. 13,388 households which are located within a 20-minute walking distance (approximately 1.0 mile) from the district centre.

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

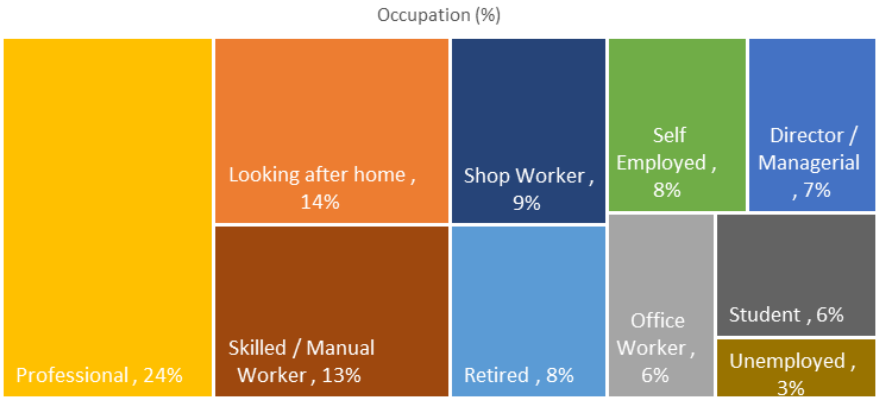
For more information about what these categories mean please use this link to access the Acorn User Guide.

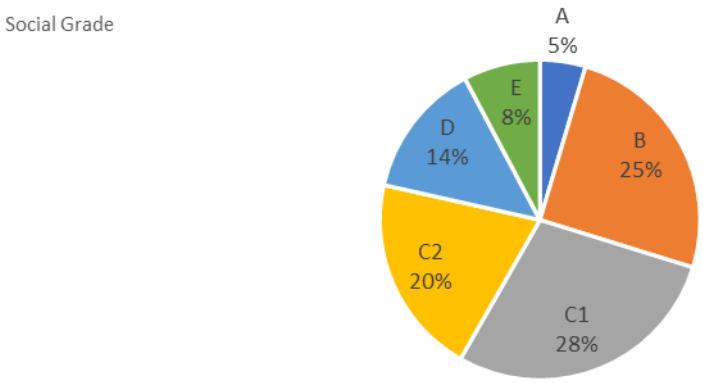
Acorn Category	% Households in the catchment	Acorn Definition	Acorn Category as UK percentage
Comfortable Communities	43.6%	This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semirural areas.	27.0%
Affluent Achievers	24%	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	12.3%	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%
Financial Stretched	10.1%	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%
Rising Prosperity	10.1%	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%

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

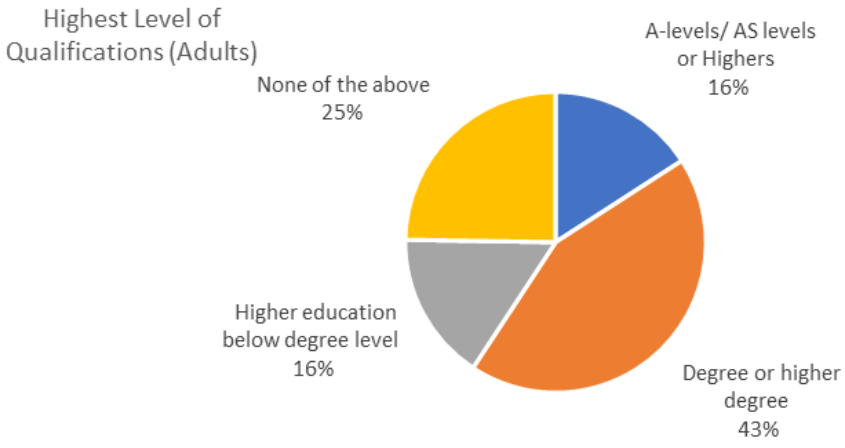


NS SEC: National Statistics Socio-Economic Classification

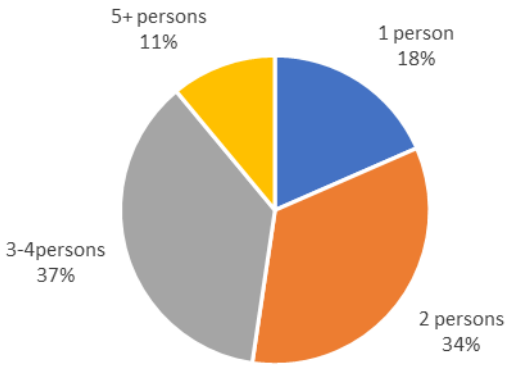




Social Grade: *National Statistics Socio-Economic Classification*



Household Size



Household Annual Income

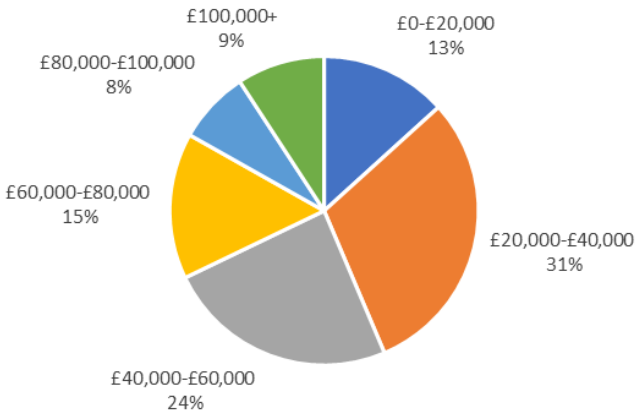
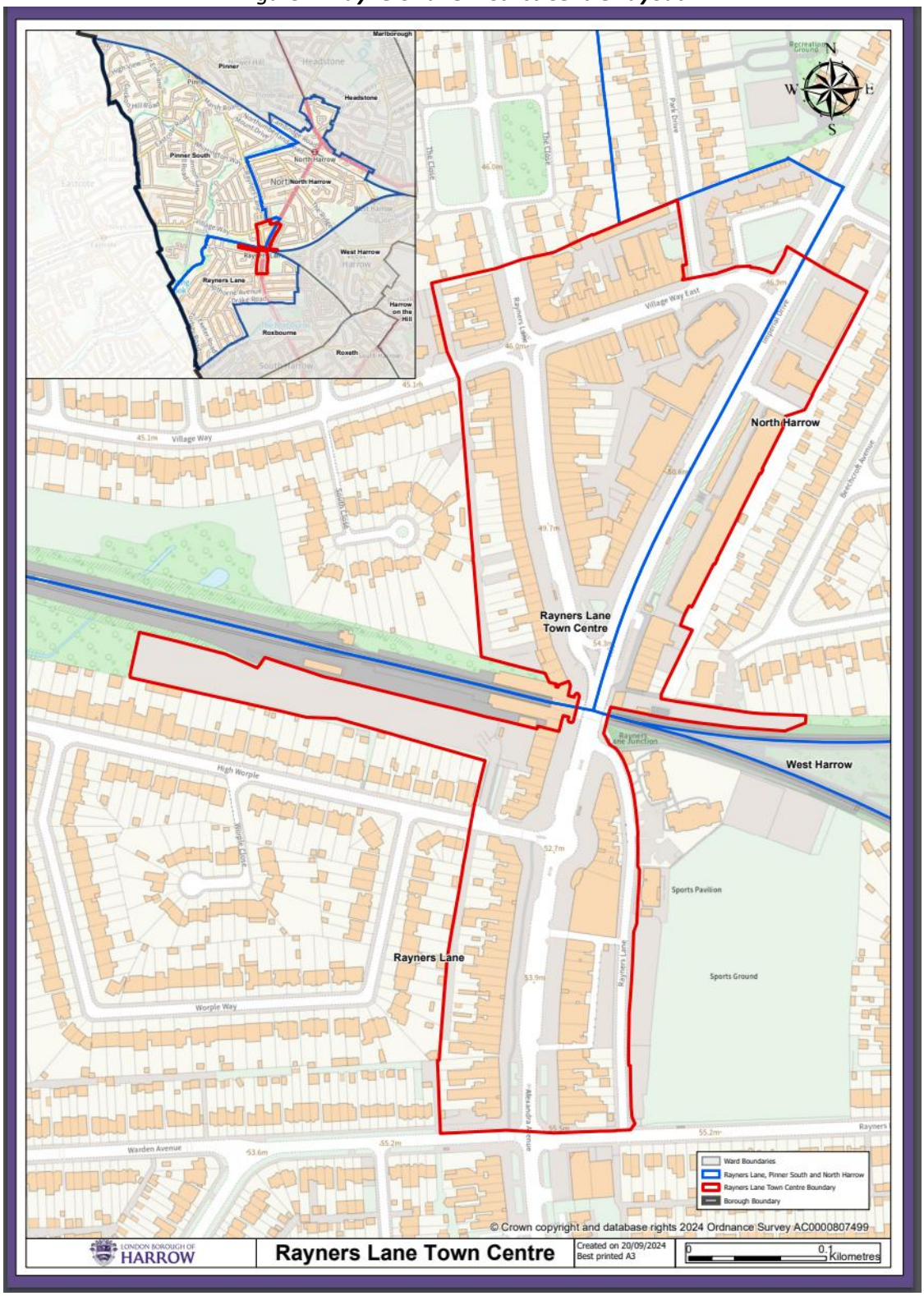


Figure 4: ***Rayners Lane District Centre Layout***



4. Composition of Retail Units and Floor Space

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

Rayners Lane District Centre[2]	Units		Floorspace	
	No.	%	sq.m	%
A1 Retail	108	56.54%	10306	47.78%
A2 non-retail	26	13.61%	1472	6.82%
A3 non-retail	26	13.61%	2336	10.83%
A4 non-retail	1	0.52%	113	0.52%
A5 non-retail	12	6.28%	1164	5.40%
SG non-retail	14	7.33%	3815	17.69%
B1 non-retail	0	0.00%	0	0.00%
Other	4	2.09%	2362	10.95%
Total	191	100.00%	21568	100.00%

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

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

Type of Business	No of Units
Newsagent	1
Post office	1
Financial, Professional & Prosperity	
Banks & building societies	1
Estate Agents	11
Solicitors	1
Accountants	3
Financial Services	1
Insurance Office	
Restaurant/Take Aways/Pubs	
Restaurant	14
Take Away	5
Public House	3
Café	11
Dessert lounge	1
Sandwich Shop	1
Services	
Dry cleaners/clothes repair	4
Travel Agents	2
Launderette	1
Community	

[2] Refer Appendix 1 for description of Use Categories

Miscellaneous & Specialist			Health centre	1
Charity Shop	6			
Cards/Gift Shop	1		**Miscellaneous & Specialist**	
Laser Treatment Clinic	1		Photo shop	1
Education	2		Beer shop	1
Office	2		Nail salon	1
Vacant	8		Vape shop	2
Bargain shop	1		Holistic Therapy Centre	1
Cake shop	1		Art Gallery	1
Car Servicing	1		Caterers	1
Funeral Directors	2		Hearing Aids Shop	1
Bridal shop	2		Dog Grooming Parlour	1
Shakes shop	1		Wallpaper/Curtains	1
Furnishings	2			

5. Retail and office rents

Rayners Lane District Centre and areas in the vicinity offer a variety of unit sizes for retail and office use. Popular high street locations include Alexandra Avenue, Imperial Drive, Rayners Lane and Village Way East.

- The estimated rent for retail shops varies from **£ 25 to £36 per sq.ft**. **per year**, excluding VAT and deposits. Retail units are available in a range of sizes, from c. 300 sq.ft. to c. 3,000 sq.ft.
- Estimated rent for unfurnished offices varies from **£ 24 to £27 per sq.ft. per year**, excluding VAT and deposit costs. Office units range in sizes from c.300 sq.ft. to c.5000 sq.ft., subject to availability.
- The estimated rents for serviced offices would range from **£230 to £475 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/

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

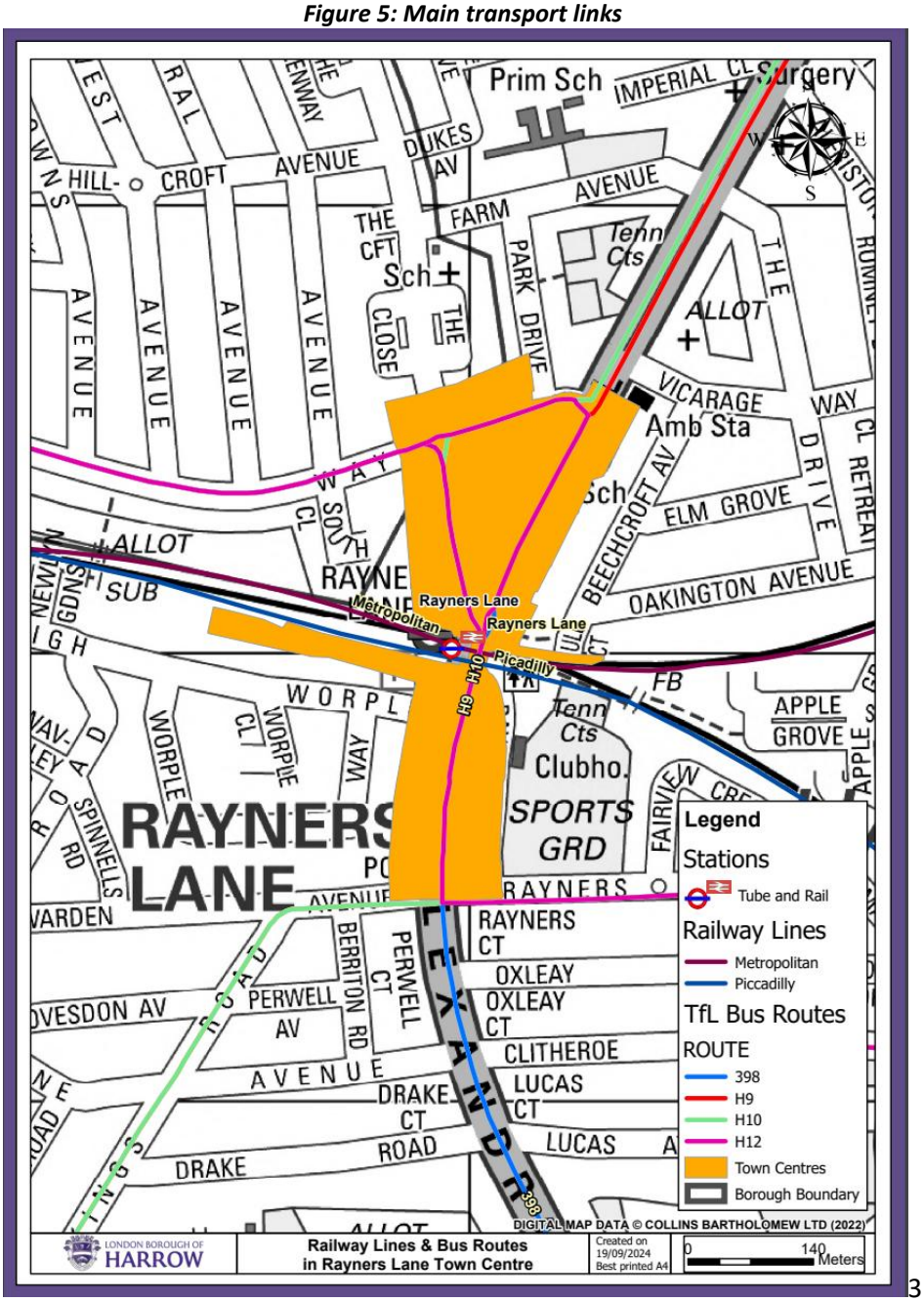
6. Business Rates

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



[3]

Table 6: ***Buses & train connectivity[3]***

Bus number	Destination
H9	From: St Mark's Hospital To: Northwick Park Hospital Social Club
H10	From: St Mark's Hospital To: Northwick Park Hospital Social Club
H11	From: Harrow Bus Station To: Mount Vernon Hospital
H12	From: Stanmore Station To: South Harrow Bus Station
398	From: Ruislip Station To: Hemery Road
Metropolitan Line	Rayners Lane station on the Uxbridge line
Piccadilly Line	Rayners Lane station on the Uxbridge line

[3] Source: TfL

Rayners Lane station is situated along the West-bound Metropolitan Line and Piccadilly Line to Uxbridge. The Metropolitan Line provides easy access to central London - Baker Street and King's Cross, and the Piccadilly Line provides connectivity to Piccadilly Circus, Covent Garden and King's Cross. The estimated travel time from Rayners Lane Station to Baker Street Station on the Metropolitan Line is 30-35min, and 45 min on the Piccadilly Line to Piccadilly Circus.

Passenger footfall data at Rayners Lane Station[4]

The Graphs below illustrate the variation in entry taps on weekends at Rayners Lane 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.
Source: TfL

Figure 6: Entry Taps during weekends (monthly total)

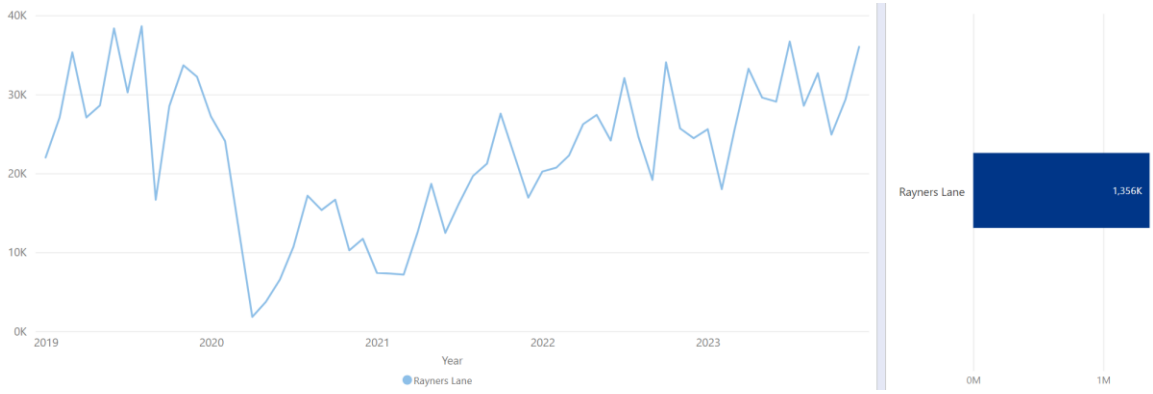
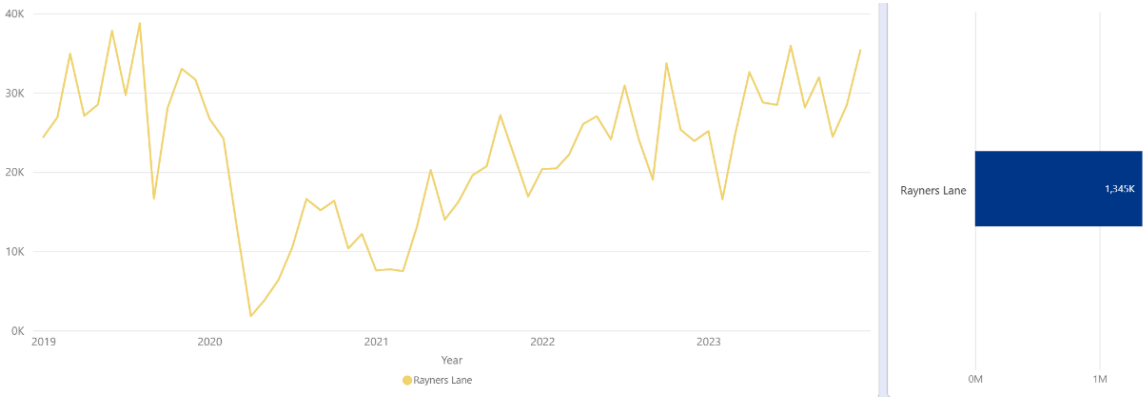


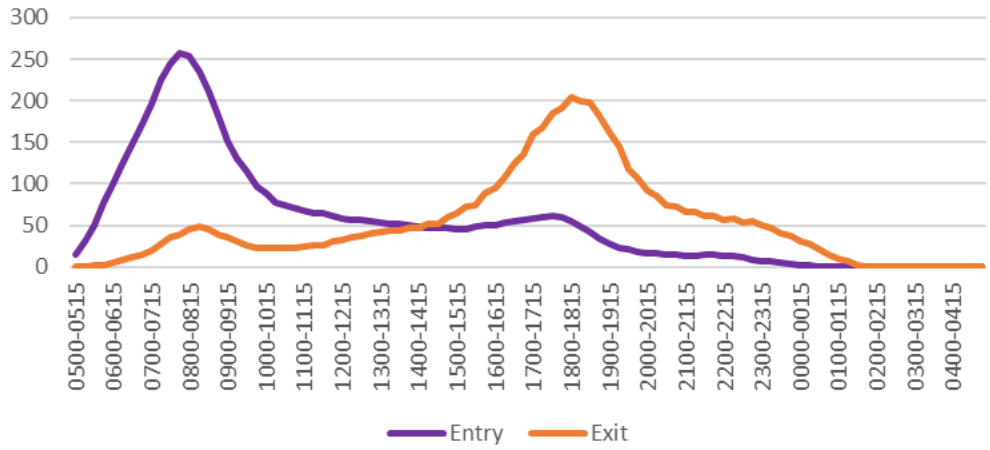
Figure 7: Exit Taps during weekends (monthly total)



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

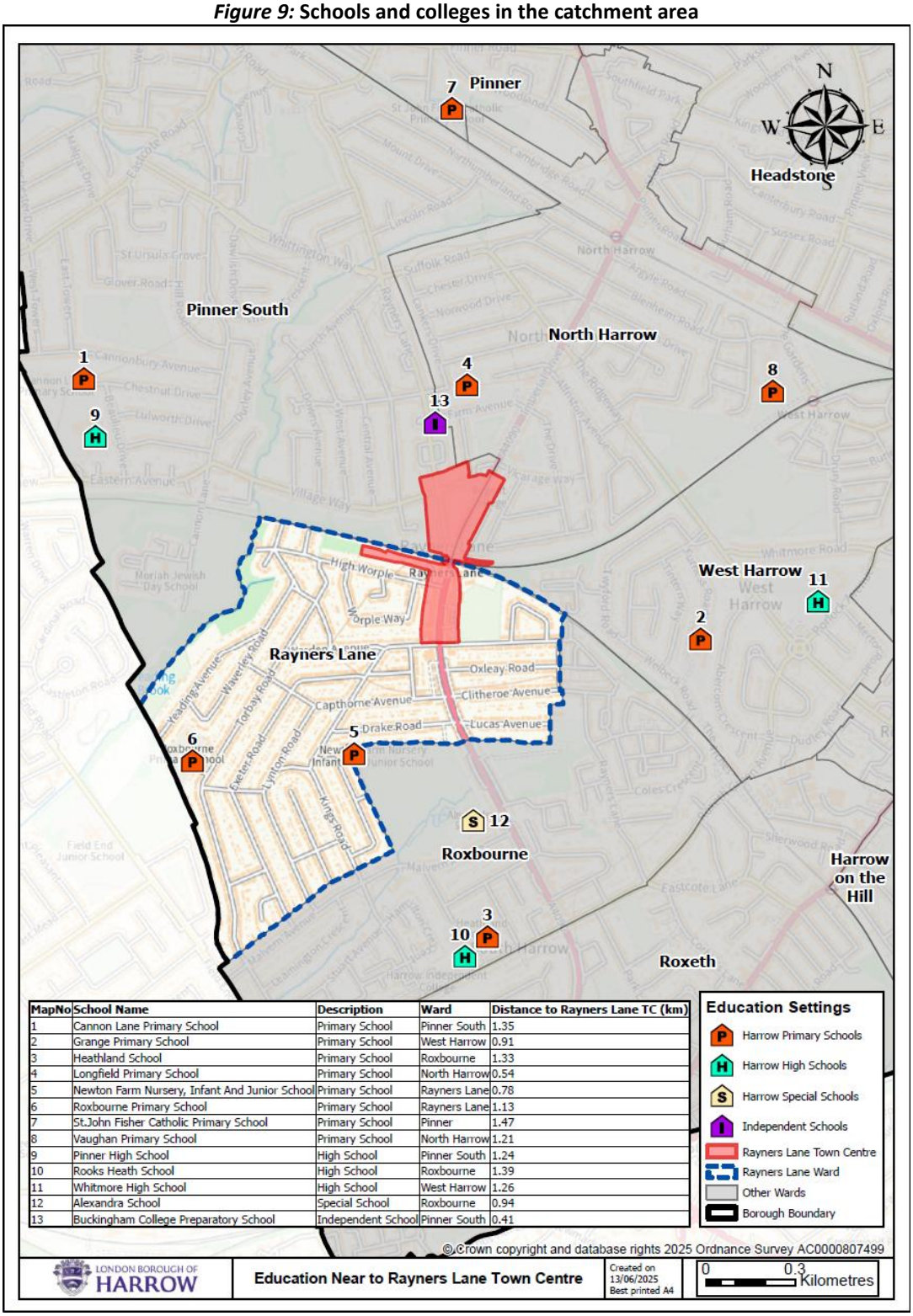
The dataset below represents the travel demand on typical autumn weekdays - Monday, Tuesday to Thursday, Friday, Saturday and Sunday. Data covers every 15-minute period throughout the traffic day and assumes a perfect train schedule being operated.

Figure 8: Variation in average daily footfall at Rayners Lane 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 Rayners Lane TC (km)
1	Cannon Lane Primary School	Primary School	Pinner South	1.35
2	Grange Primary School	Primary School	West Harrow	0.91
3	Heathland School	Primary School	Roxbourne	1.33
4	Longfield Primary School	Primary School	North Harrow	0.54
5	Newton Farm Nursery, Infant And Junior School	Primary School	Rayners Lane	0.78
6	Roxbourne Primary School	Primary School	Rayners Lane	1.13
7	St.John Fisher Catholic Primary School	Primary School	Pinner	1.47
8	Vaughan Primary School	Primary School	North Harrow	1.21
9	Pinner High School	High School	Pinner South	1.24
10	Rooks Heath School	High School	Roxbourne	1.39
11	Whitmore High School	High School	West Harrow	1.26
12	Alexandra School	Special School	Roxbourne	0.94
13	Buckingham College Preparatory School	Independent School	Pinner South	0.41

For data on number of pupils in each school/college please see the table on the following page.

Name of the institution	Number of pupils enrolled in 2024-25[5]
Cannon Lane Primary School	734
Grange Primary School	446
Heathland School	637
Longfield Primary School	670
Newton Farm Nursery, Infant And Junior School	453
Roxbourne Primary School	474
St.John Fisher Catholic Primary School	624
Vaughan Primary School	676
Pinner High School	1135
Rooks Heath School	1198
Whitmore High School	1739
Alexandra School	83
Buckingham College Preparatory School	107
Total	8976

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

9. Rayners Lane District Centre Streetscape[6]

View towards North on Alexandra Avenue

[6] **Source:** Street Smart (cyclomedia.com), July 2025

Rayners Lane Underground Station

View towards North along Rayners Lane

View of Rayners Lane (South View)

Shops along Village Way East

Commercial establishments on Imperial Drive (A4090)

10. Local Estate Agents

This table lists several local estate agents covering this District Centre. 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. Rayners Lane Traders Association

The Rayners Lane Traders Association is in the process of being formally constituted, however, traders meet regularly and undertake various initiatives to improve the high streets and enhance trading.

For membership and to attend one of the regular group meetings, please write to edo@harrow.gov.uk.

12. Appendix: Description of relevant planning Use Categories

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

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.

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