LONDON BOROUGH OF HARROW

Stanmore District Centre Investment Profile

Business data and catchment characteristics
2024-25

LONDON BOROUGH OF HARROW

CONTENTS

1	Introduction	3
2	Demographic Characteristics	5
3	Stanmore District Centre - Catchment Insights	8
4	Composition of Retail Units and Floor Space	12
5	Retail and Office Rents	13
6	Business Rates	13
7	Transport Links and Passenger Footfall Data	14
8	Schools and Colleges in the Catchment Area	17
9	Stanmore District Centre - Streetscape	18
10	Local Estate Agents	20
11	Stanmore Trader's Association	21
12	Appendix: Description of Relevant Planning Use-classes	22

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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

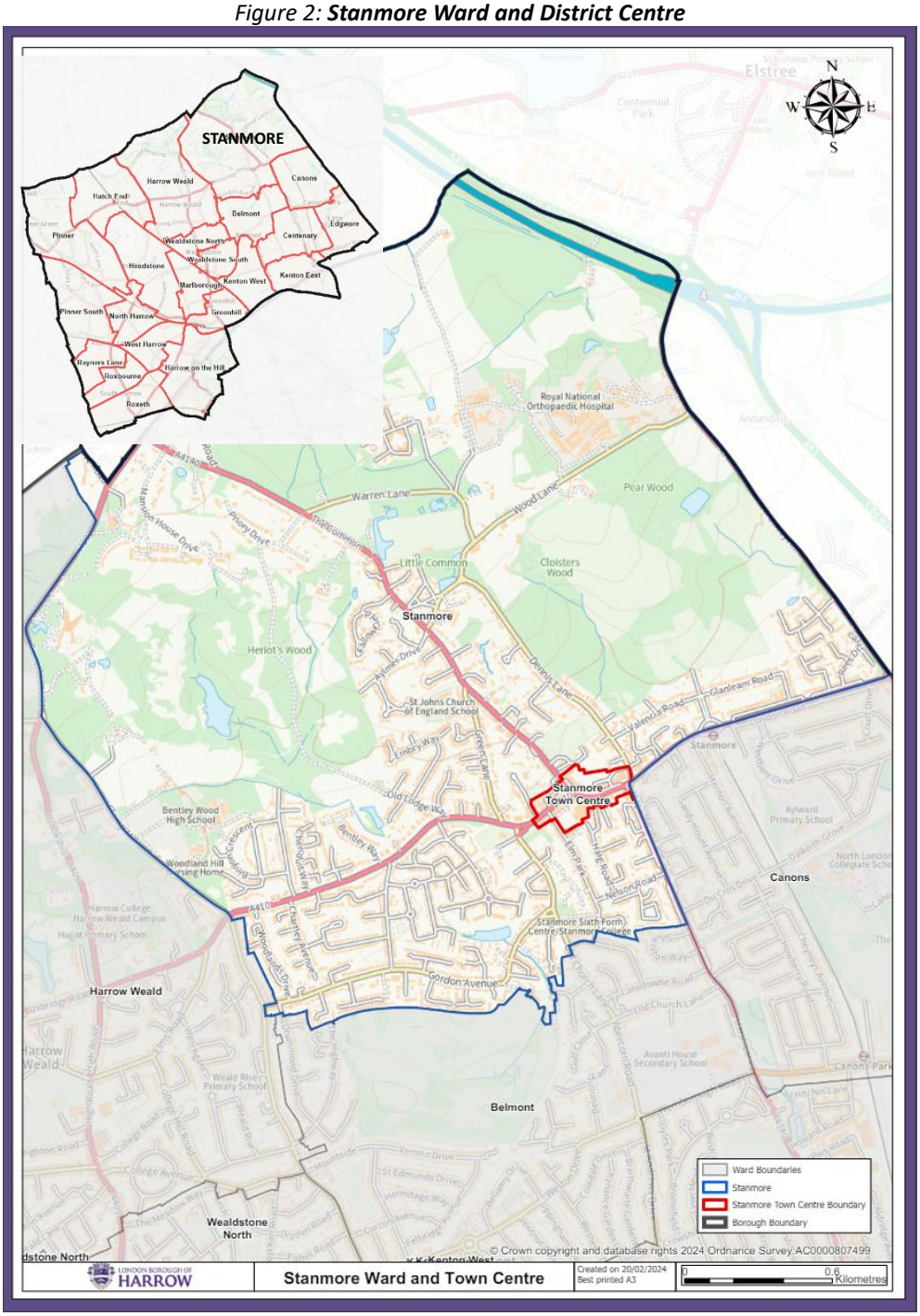
[1] https://www.harrow.gov.uk/downloads/file/31727/HC_economic_strategy_06.pdf

Stanmore District Centre

The Stanmore town centre is classified as a **District Centre** under the London Plan 2016 and is located within Stanmore Ward. The District Centre is located along the Broadway and Church Road, and it has c. 93 shopfronts occupying approximately 16,180 sq.m. floor space.

It is served by 4 Bus routes and Stanmore Station on the Jubilee line is located 0.5mile East of the District Centre.

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



2. Demographic Characteristics

Stanmore District Centre is located within Stanmore ward, which has a total population of 13,501 (Census 2021). The key demographic characteristics of the ward are described below.

The average population density for Stanmore is *1,861.8 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

	Stanmore		Harrow	
	Population	%	Population	%
All persons	13,501	100.0	261,203	100.0
Male	6,317	46.8	128,797	49.3
Female	7,184	53.2	132,406	50.7

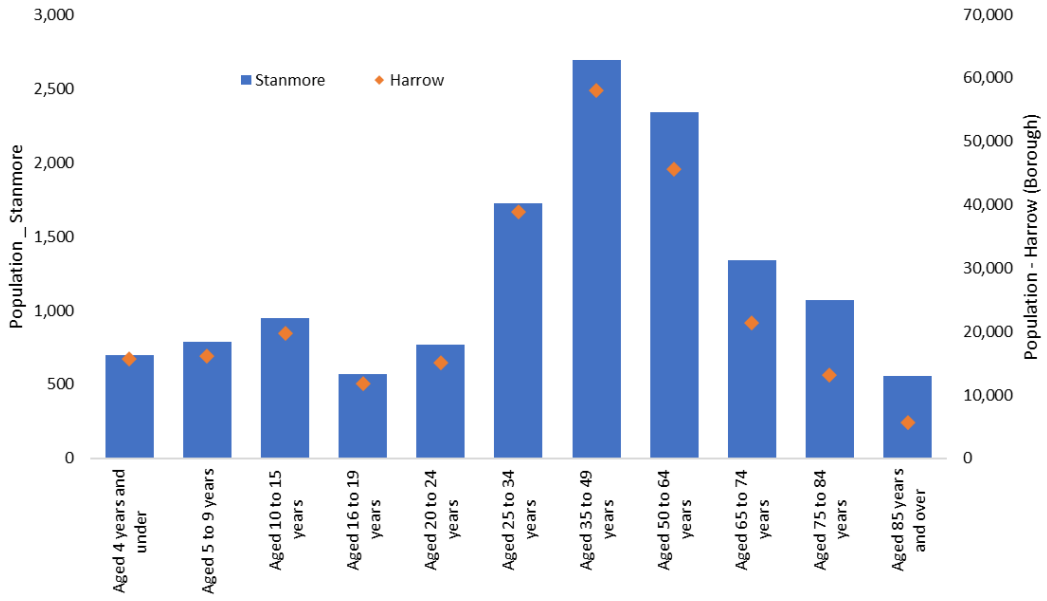
Source: www.nomisweb.co.uk/sources/census_2021

Population by age-categories in Stanmore

The proportion of working-age population (16-64 years) in these wards is c.60% (8,100 residents), compared to 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 marginally lower than Harrow (13.7%) and England (13.1%).

22% of the population is over 65 years old which is significantly higher compared to 15.4% in the borough of Harrow.



Population by Ethnicity

Table 2: Ethnicity

	Stanmore		Harrow	
Ethnic group	Population	%	Population	%
Asian, Asian British or Asian Welsh	5,442	40.3	118,152	45.2
Black, Black British, Black Welsh, Caribbean or African	949	7.0	19,151	7.3
Mixed or Multiple ethnic groups	455	3.4	9,833	3.8
White	5,714	42.3	95,233	36.5
Other ethnic group	935	6.9	18,836	7.2

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

Figure 3: ***Stanmore District Centre Catchment Illustration***

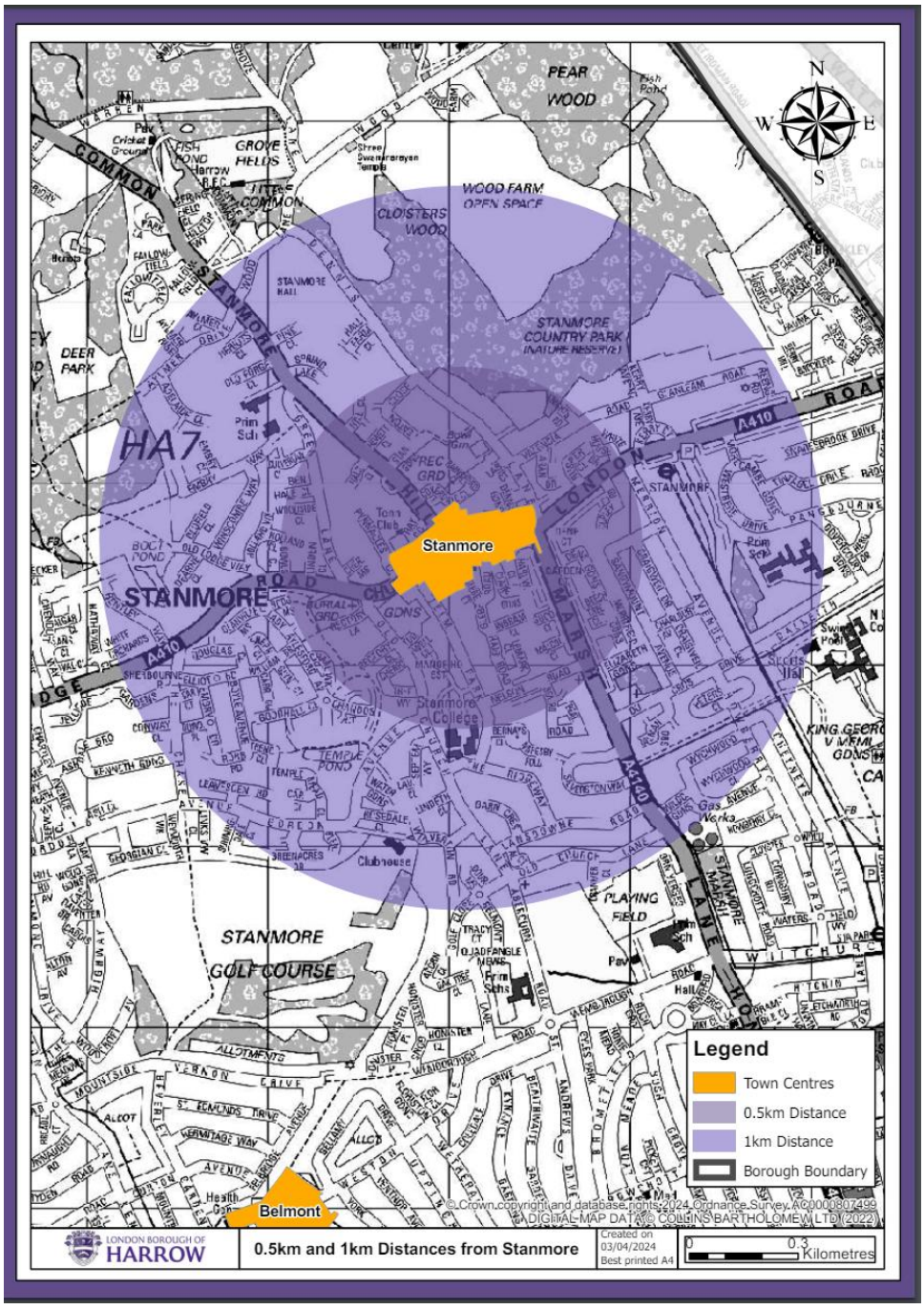


Table 3: ***Distance to Harrow and Nearest Town Centres***

Closest District Centres	Distance in miles (Kilometres)
Belmont	1.2 (1.9)
Harrow	2.9 (4.7)
Edgware	1.4 (2.3)
Harrow Weald	1.5 (2.4)

3. Stanmore District Centre Catchment Insights

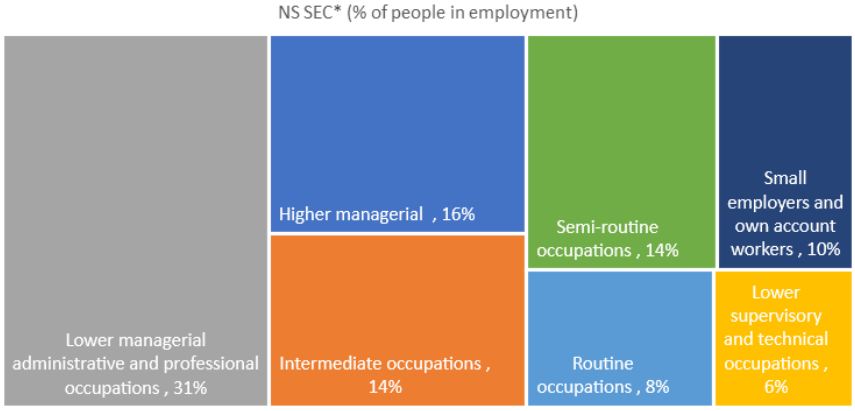
We have used Acorn segmentation to analyse the customer information for c. 8,000 households which are located within a 20-minute walking distance (approximately 1.0 mile) from the district centre.

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

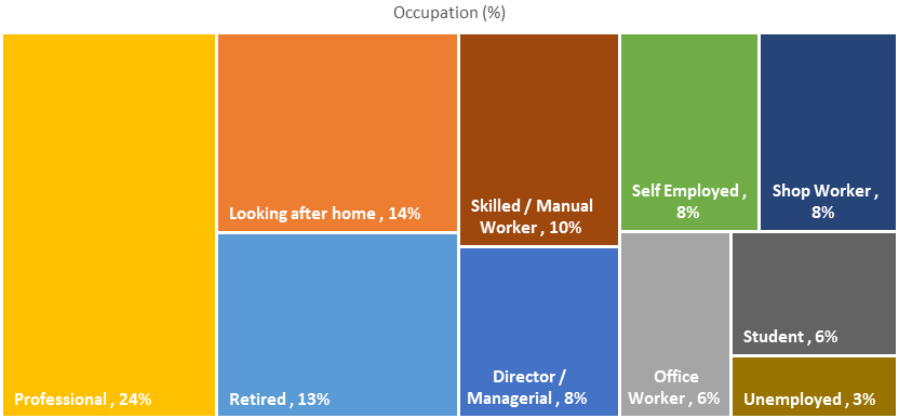
For more information about what these categories mean please use this link to access the Acorn User Guide.

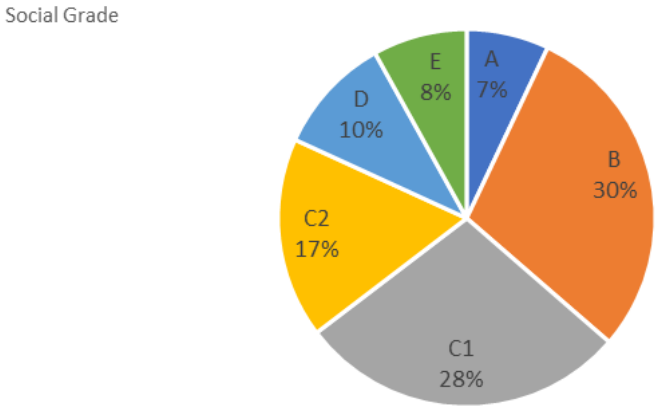
Acorn Category	% Households in the catchment	Acorn Definition	Acorn Category as UK percentage
Affluent Achievers	57%	These are some of the most financially successful people in the UK. They live in affluent, high-status areas of the country. They are healthy, wealthy, and confident consumers.	22.5 %
Comfortable Communities	14%	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	13%	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	9%	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	7%	This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.	23.2%

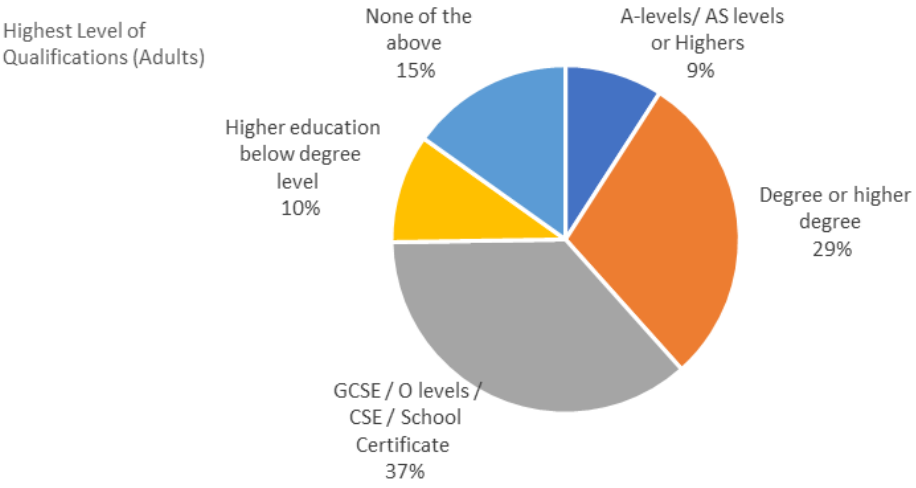
- **Underlying socio-economic characteristics of the catchment population**



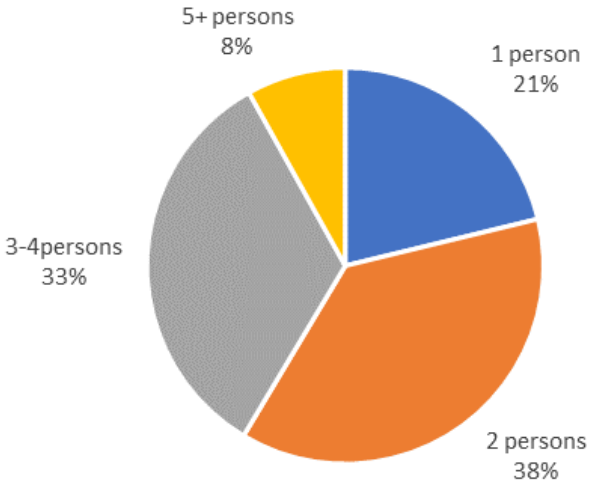
NS SEC: National Statistics Socia-Economic Classification


Occupation (%)
Professional , 24%
Looking after home , 14%
Retired , 13%
Skilled / Manual Worker , 10%
Director / Managerial , 8%
Self Employed , 8%
Office Worker , 6%
Shop Worker , 8%
Student , 6%
Unemployed , 3%


Social Grade
A 7%
B 30%
C1 28%
C2 17%
D 10%
E 8%


Highest Level of Qualifications (Adults)
None of the above 15%
A-levels/ AS levels or Highers 9%
Higher education below degree level 10%
Degree or higher degree 29%
GCSE / O levels / CSE / School Certificate 37%

Household Size



Household Annual Income

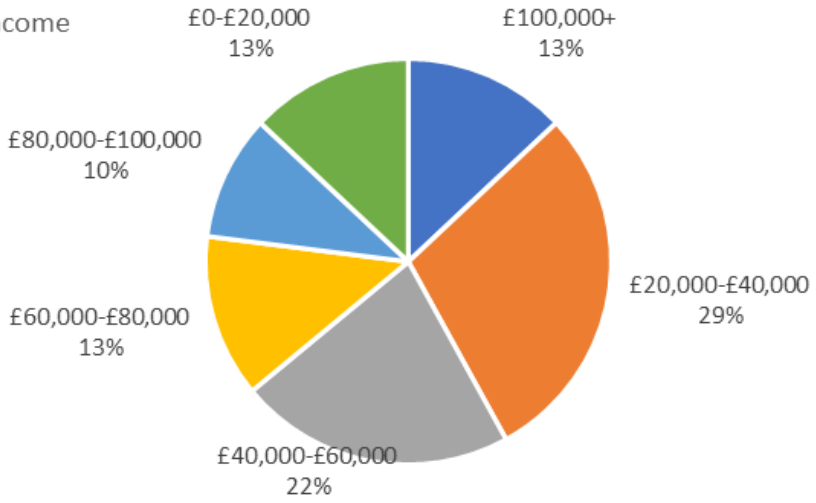
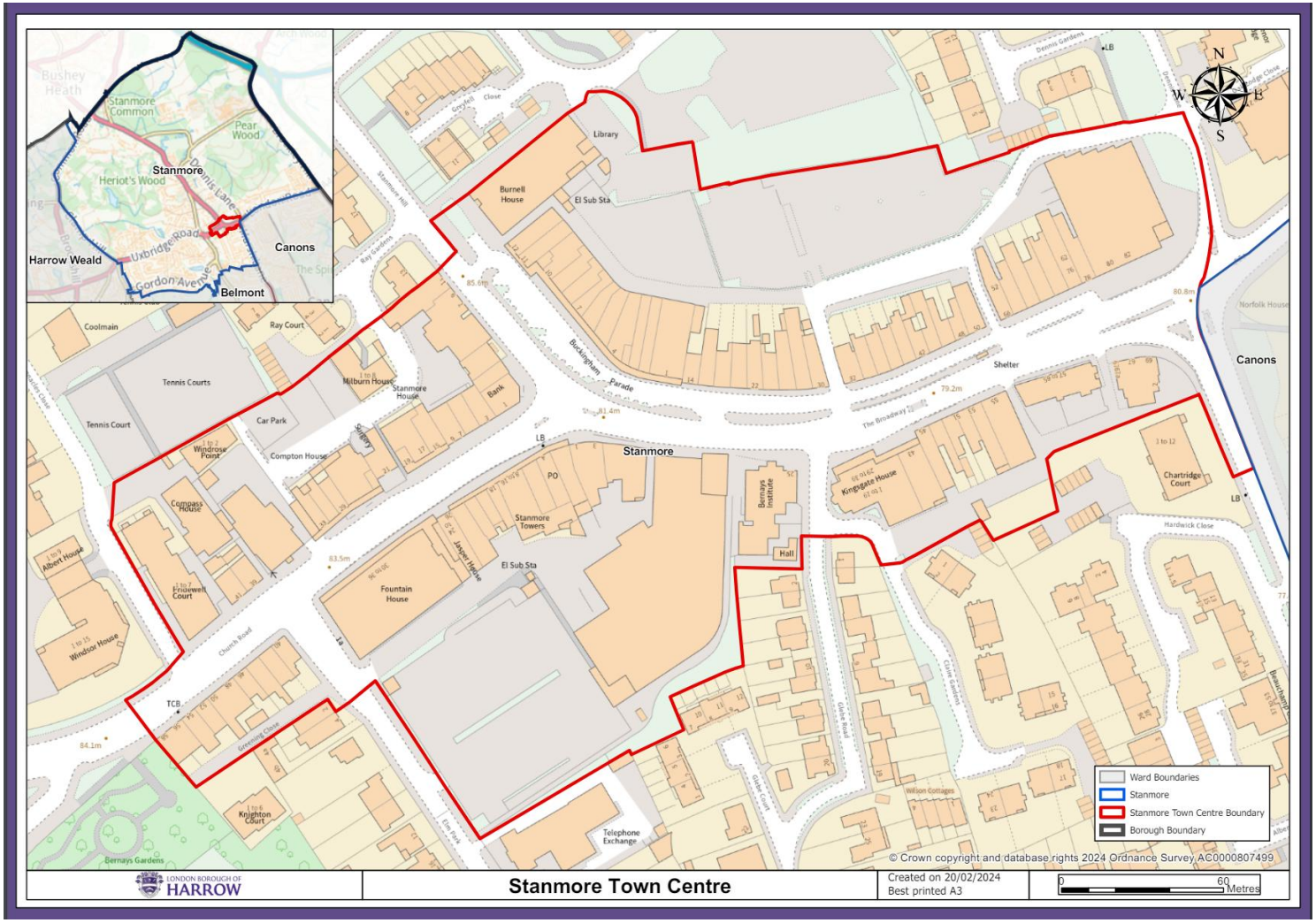


Figure 4: ***Stanmore District Centre Layout***



4. Composition of Retail Units and Floor Space

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

Stanmore District Centre[2]	Units		Floorspace	
	No.	%	sq.m	%
A1 Retail	47	50.54%	9453	58.43%
A2 non-retail	15	16.13%	2430	15.02%
A3 non-retail	12	12.90%	1910	11.81%
A4 non-retail	1	1.08%	604	3.73%
A5 non-retail	2	2.15%	194	1.20%
SG non-retail	7	7.53%	593	3.67%
B1 non-retail	2	2.15%	239	1.48%
Other	7	7.53%	756	4.67%
Total	93	100.00%	16,179	100.00%

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

Type of business	No of Units
Apparel and accessories	
Clothes shop	1
Jewellers	1
Shoe shop	2
Electrical, photography, computing	
Phone shop	0
Food & drink	
Bakers	3
Supermarket	3
Butchers	1
Grocers	1
Restaurant/Take Aways/Pubs	
Sandwich Shop	1
Restaurant	11
Take Away	2
Public House	0
Café	3
Health & personal	
Hair & Beauty	9
Opticians/audiologists	3

Type of Business	No of Units
Newsagent	1
Post office	1
Financial, professional & prosperity	
Banks & building societies	2
Estate Agents	5
Solicitors	2
House	
Carpets	0
Furniture	0
Bathrooms/kitchens	1
Household goods shop	1
Community	
Community centre	1
Miscellaneous	
Charity shop	3
Luggage shop	1
Cards/Gift shop	2
Florist	1

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

Chemist	2
Health shop	1
Gym	1
Dental practice	1
Services	
Dry cleaners/clothes repair	4
Print	0
Travel Agents	1
Vets	1

Stationers	1
Laser Treatment Clinic	1
Massage parlour	1
Education	1
Betting shop	1
Office (ground floor)	1
Others	15

5. Retail and Office Rents

Stanmore District Centre and areas in the vicinity offer a variety of sizes in retail and office premises. The popular locations include Uxbridge Road, The Broadway, Honeypot Lane and Howard Road.

- Estimated current rent for retail shops vary **from £ 23 - £37 per sq.ft**. **per year**, excluding VAT and deposits. Retail units are available in a range of sizes, from c. 400 sq.ft. to c. 3,000 sq.ft.
- Rent for unfurnished offices vary between **£ 20 - £27 per sq.ft. per year**, excluding VAT and deposit costs. Offices units vary in size from c.200 sq.ft. to c. 3000 sq.ft., subject to availability.
- Rents for serviced offices vary from **£235 to 475 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***

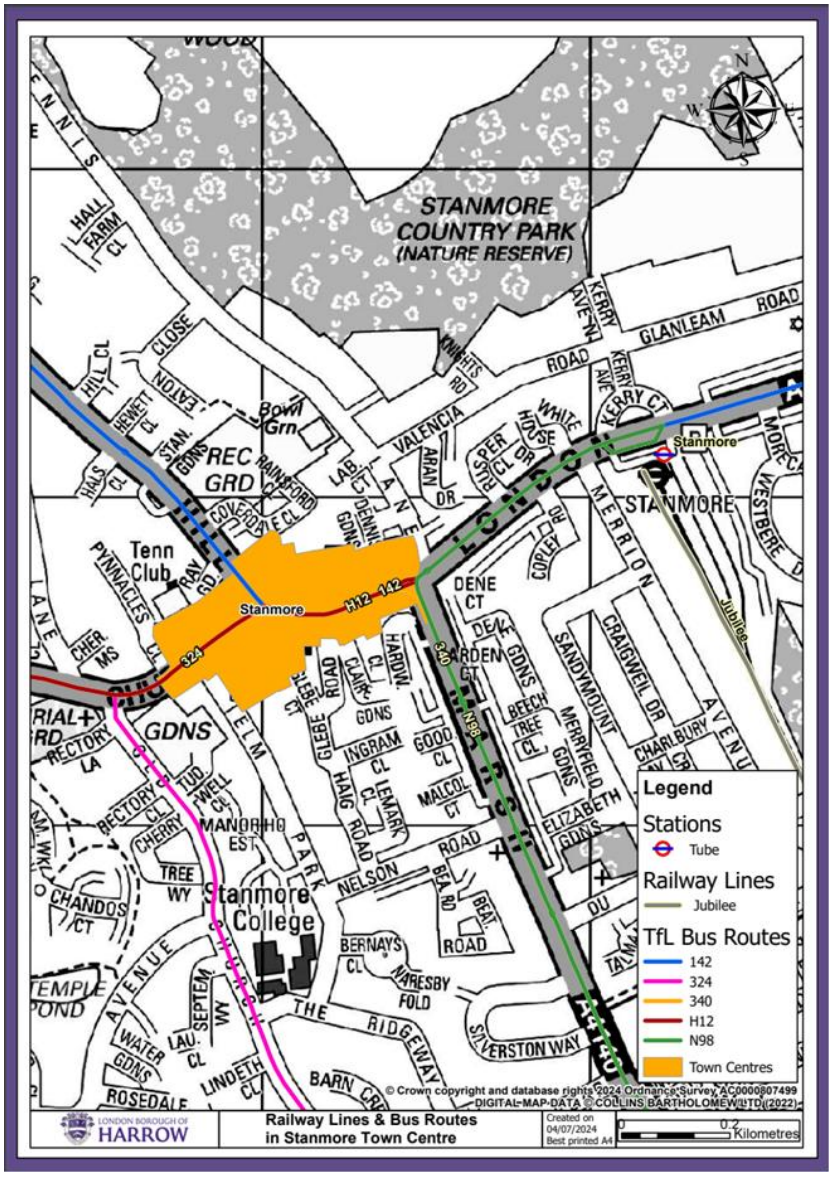


Table 6: Buses & train connectivity

Bus number	**Route**
142	From: Watford Junction Station To: Brent Cross Shopping Centre
324	From: Centennial Park To: Tesco Brent Cross
340	From: Edgware Station To: Harrow Bus Station
H12	From: Stanmore Station To: South Harrow Bus Station
N98	From: Stanmore Station To: Red Lion Square
Tube Line	Jubilee Line (Stanmore Station)

Source: TfL

Stanmore station is the final destination of the northbound Jubilee line. This route which spans Stratford to Stanmore, provides easy access to central London. The estimated travel time from Stanmore Station to Baker Street Station is 30-35min.

Passenger footfall data at Stanmore Station[3]

The Graphs below illustrate the variation in entry taps on weekends at Stanmore 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 remain at those levels through 2023.

Figure 6: Entry Taps during weekends (monthly total)

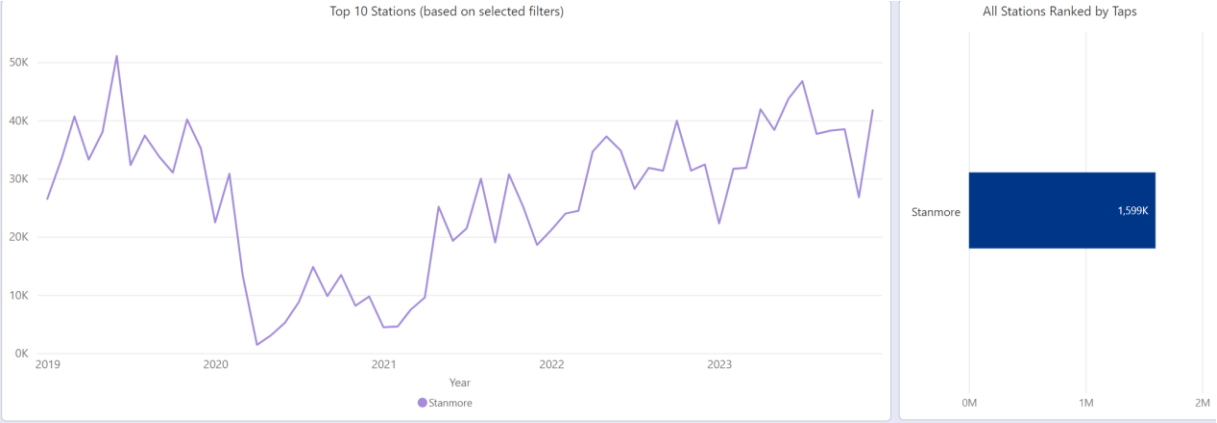
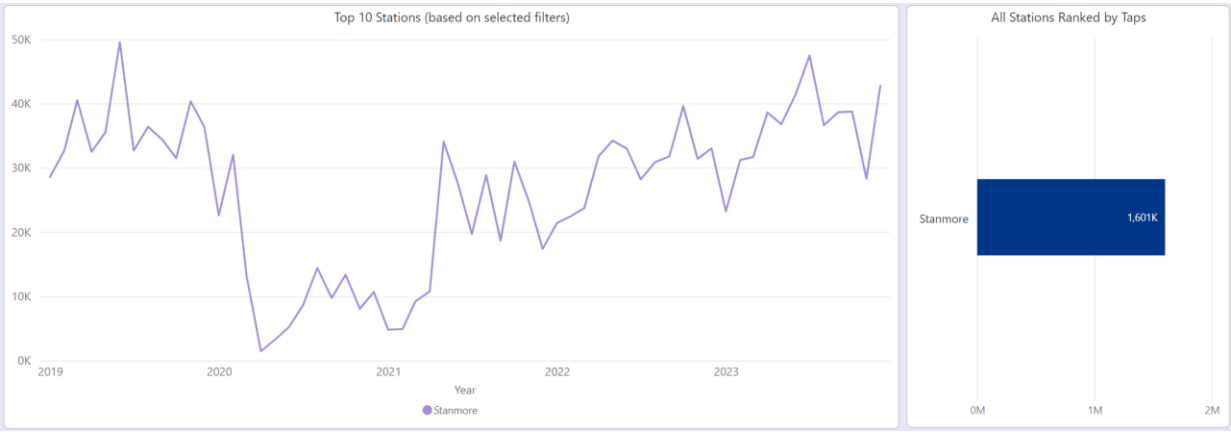


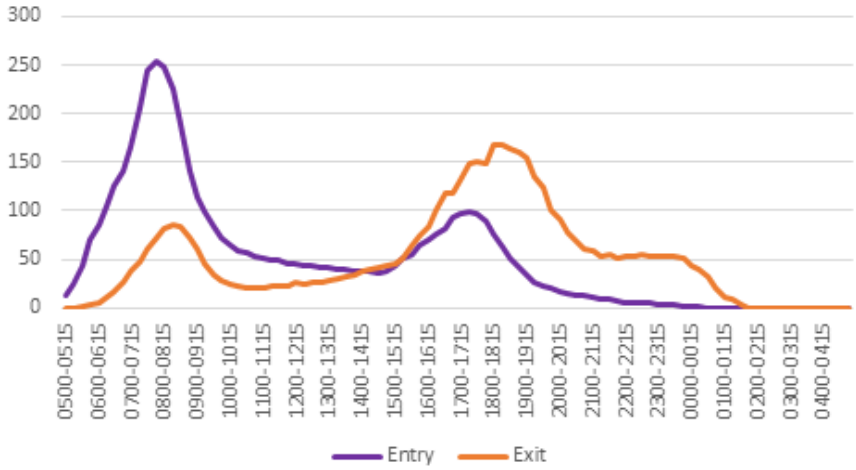
Figure 7: Exit Taps during weekends (monthly total)



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

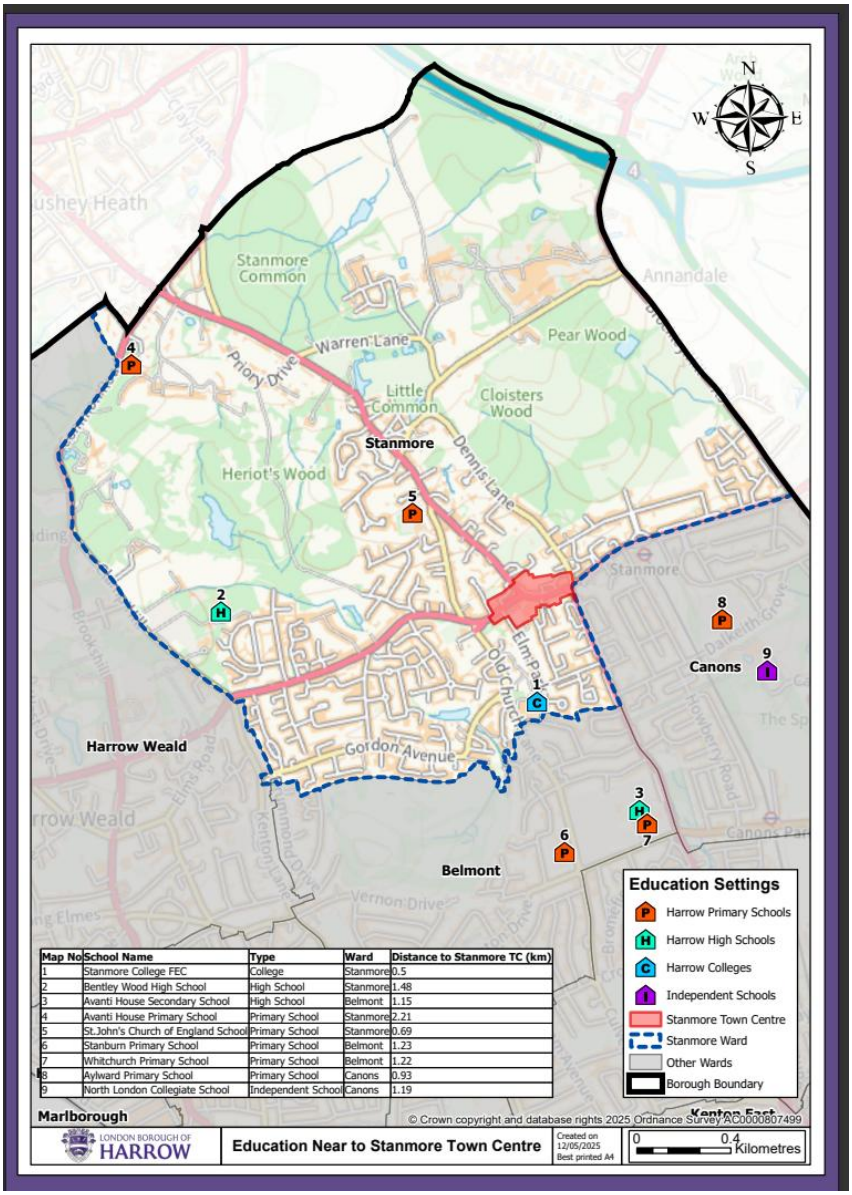
The dataset below represents the travel demand on typical autumn weekdays - Monday, Tuesday to Thursday, Friday, Saturday and Sunday. Data covers every 15-minute period throughout the traffic day and assumes a perfect train schedule being operated.

Figure 8: Variation in average daily footfall at Stanmore Station (week, 2022)



8. Schools and colleges in the catchment area

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



Map No	School Name	Type	Ward	Distance to Stanmore TC (km)
1	Stanmore College FEC	College	Stanmore	0.5
2	Bentley Wood High School	High School	Stanmore	1.48
3	Avanti House Secondary School	High School	Belmont	1.15
4	Avanti House Primary School	Primary School	Stanmore	2.21
5	St.John's Church of England School	Primary School	Stanmore	0.69
6	Stanburn Primary School	Primary School	Belmont	1.23
7	Whitchurch Primary School	Primary School	Belmont	1.22
8	Aylward Primary School	Primary School	Canons	0.93
9	North London Collegiate School	Independent School	Canons	1.19

Name of the institution	Number of pupils enrolled in 2023-24[4]
Avanti House Primary School	419
Avanti House Secondary School	1,189
Bentley Wood High School	1,375
North London Collegiate School	1,101
Aylward Primary School	511
St. John's Church of England School, Stanmore	316
Whitchurch Primary School	813
Stanburn Primary School	702
Stanmore College FEC	2731*

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

[4] * **Source:** Schools, pupils and their characteristics, Academic year 2023/24 - Explore education statistics - GOV.UK

9. Stanmore District Centre Streetscape[5]

Views along Stanmore Broadway

[5] **Source:** Street Smart (cyclomedia.com), July 2024

Stanmore Post Office

Views along Church Road and Uxbridge Road

View along Stanmore Hill

10. Local Estate Agents

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

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

11. Stanmore Traders Association

The Stanmore Traders Association represents the views of Stanmore businesses and are always keen for new members to get involved. They have organised street markets to attract more footfall and host Christmas lights switch-on events each year. The Trader's Association is also the main interface between the businesses and officers of the London Borough of Harrow on issues such as safety and security, beautification, and cleanliness of the high street.

For membership of the Stanmore Traders Association businesses can contact the chairperson or attend one of the regular group meetings.

The current chairperson is Raj Degamia, owner of *Balloon and Party*, 22 The Broadway, Stanmore, HA7 4DW. He can be contacted on raj.balloon@btconnect.com.

12. Appendix: Description of Relevant Planning Use Classes

Table 7: Summary of use reclassification after 1 September 2020[6]

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.

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