

Kenton District Centre Investment Profile

Business data and catchment characteristics
2024-25



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1. Introduction

Purpose of District Centre Profiles

This guide has been produced by The London Borough of Harrow to support businesses looking to locate and invest within Harrow's town centres. It contains intelligence and data relevant for doing business locally together with information on other resources available for support and guidance.

The Council is committed to working with businesses and to collaborate closely with our business community. The Council offers wide-ranging business focused initiatives and has adopted an ambitious regeneration and investment strategy. The Harrow Economic Strategy 2023- 2026¹ further outlines the key priorities and programmes to develop a thriving and sustainable local economy.

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>

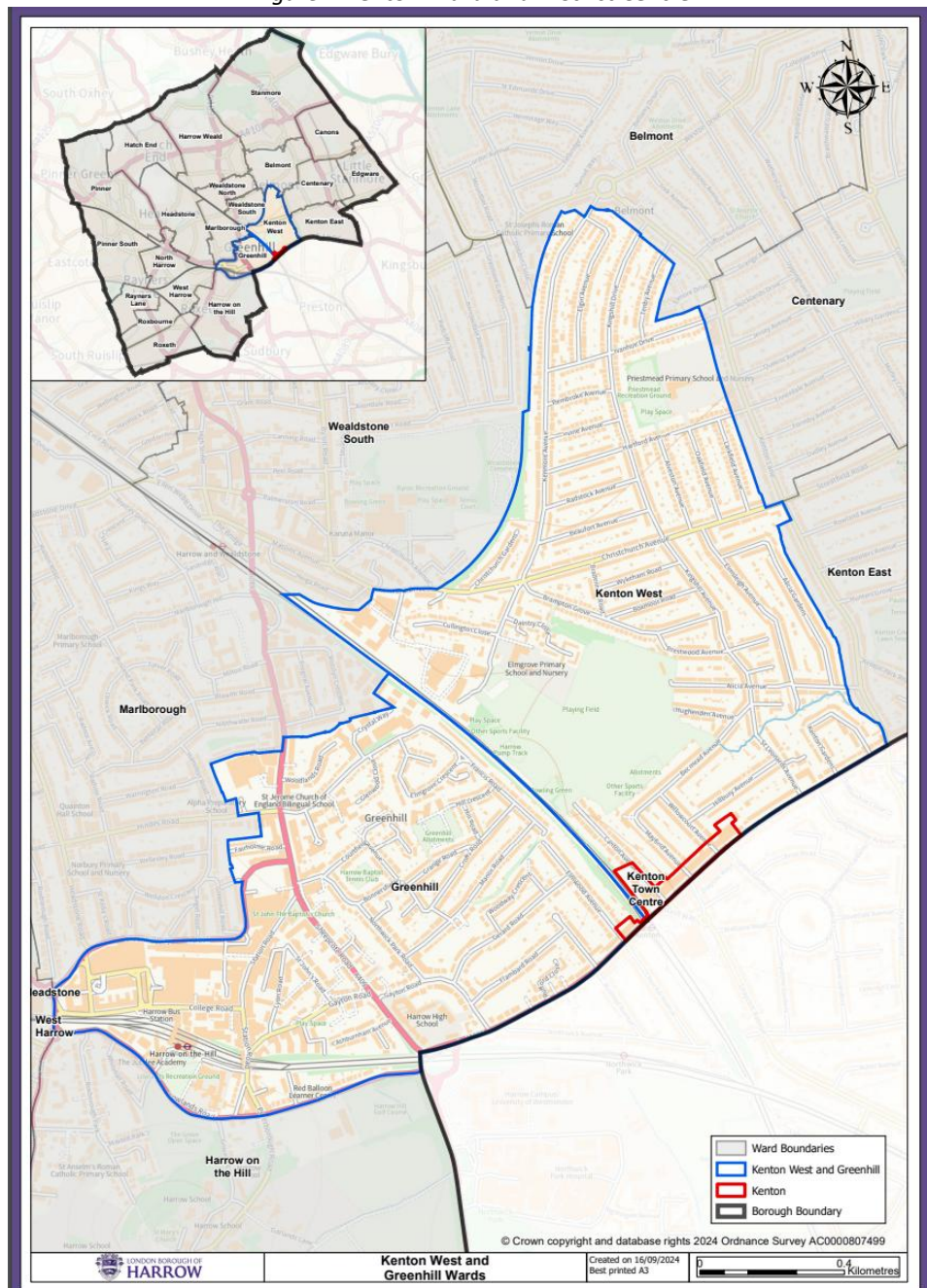
¹ https://www.harrow.gov.uk/downloads/file/31727/HC_economic_strategy_06.pdf

Kenton District Centre

Kenton town centre is classified as a **District Centre** under the London Plan 2016. It is located on the boundary between the London Borough of Harrow and Brent. The district centre lies in Kenton West Ward and Greenhill Ward, along Kenton Road. The parade located north of Kenton Road falls in LB Harrow while the south-side falls in LB Brent. There are approximately 42 shopfronts occupying c. 6,535 sq.m. floor space (shopfronts located in Brent are not included).

Kenton District Centre is served by 7 bus routes, and the London underground (Bakerloo Line) and overground (Lioness) pass through Kenton Station located in the District Centre.

Figure 2:Kenton Ward and District Centre



2. Demographic Characteristics

Kenton District Centre extends across two wards in the London Borough of Harrow – *Greenhill* and *Kenton West*, which have a total combined population of 21,007 (Census 2021) and the average population density is c.7854. Key demographic characteristics of these wards are described below.

Table 1: Total population and density

	Greenhill Ward		Kenton West Ward		London Borough of Harrow	
	Population	%	Population	%	Population	%
All persons	11,015	100.0	9,992	100	261,203	100
Male	5,487	49.8	4,952	49.6	128,797	49.3
Female	5,528	50.2	5,040	50.4	132,406	50.7

	Greenhill Ward	Kenton West Ward	London Borough of Harrow
Population Density (persons per square kilometre)	9519.5	6584.1	5,175.4

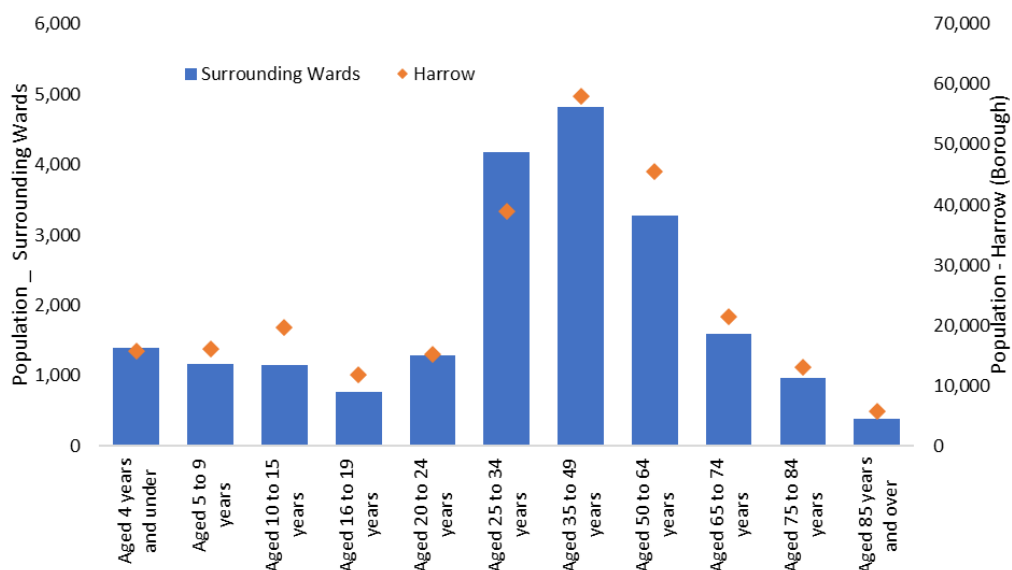
Source: www.nomisweb.co.uk/sources/census_2021

Population by age-categories in the surrounding wards

The proportion of working-age population (16-64 years) in these wards is c.68% (14,348 residents), compared with c.65% in Harrow, and 63% across England.

c. 11% of the population in these wards is in the 5-15yr age group which is lower than Harrow (13.7%) and England (13.1%).

14% of the population is over 65 years old, compared to 15.4% in the borough of Harrow.



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

Population by Ethnicity

Table 2: Ethnicity

	Greenhill Ward		Kenton West Ward		London Borough of Harrow	
Ethnic group	Population	%	Population	%	Population	%
Asian, Asian British or Asian Welsh	5,302	48.1	5,665	56.7	118,152	45.2
Black, Black British, Black Welsh, Caribbean or African	767	7	559	5.6	19,151	7.3
Mixed or Multiple ethnic groups	498	4.5	259	2.6	9,833	3.8
White	3,673	33.3	2,995	30	95,233	36.5
Other ethnic group	775	7	512	5.1	18,836	7.2

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

Figure 3: Kenton District Centre Catchment Illustration

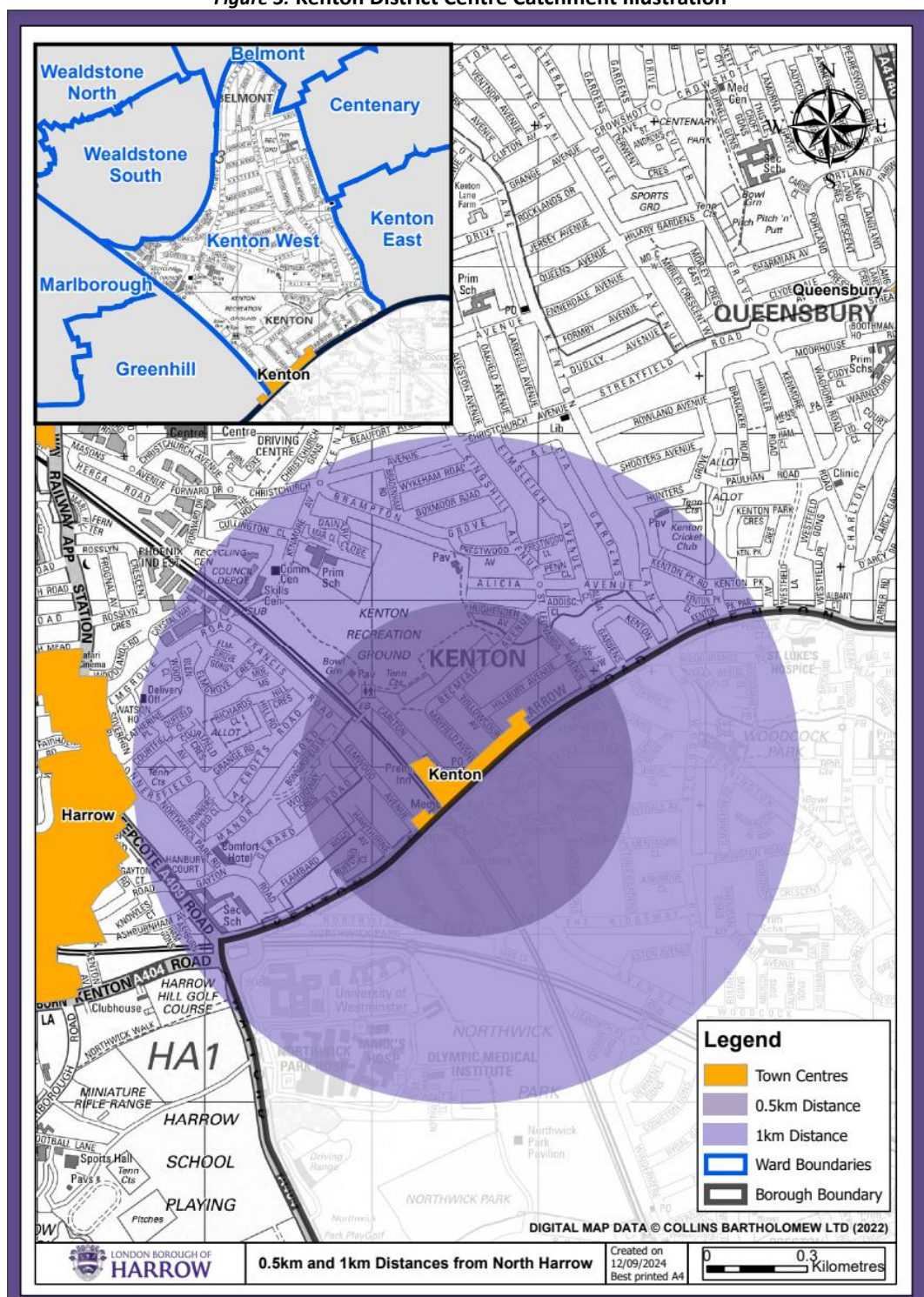


Table 3: Distance to Harrow and Nearest Town Centres

Closest Centres	Distance in miles (kilometres)
Harrow	2.31 mi (3.71 km)
Wealdstone	1.48 mi (2.39 km)
Queensbury	3.3 mi (5.31 km)
Kingsbury	3.3 mi (5.31 km)

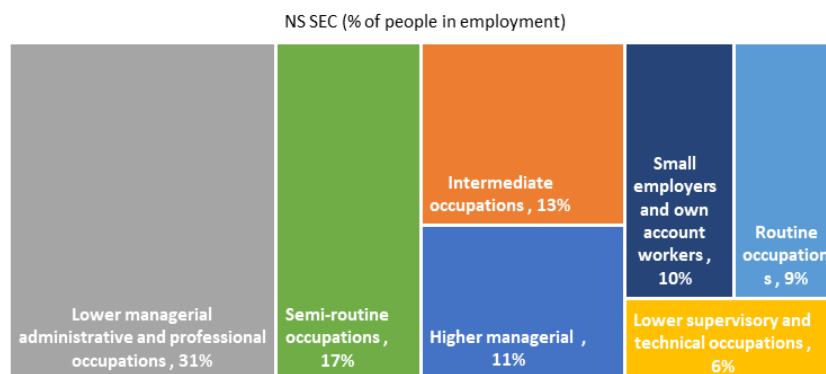
3. Kenton District Centre Catchment Insights

We have used Acorn segmentation to analyse the customer information for c. 7,800 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](#).

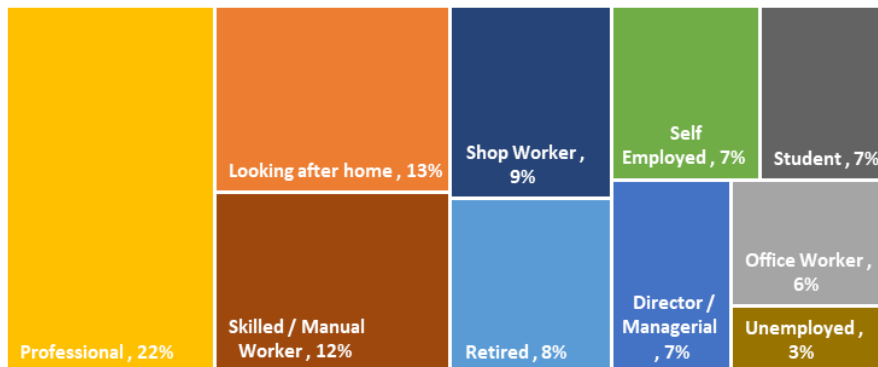
Acorn Category	% Households in the catchment	Acorn Definition	Acorn Category as UK percentage
Comfortable Communities	43.9%	This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semirural areas.	27.0%
Financial Stretched	22.4%	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%
Rising Prosperity	19.3%	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	10.6%	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	3.8%	These are some of the most financially successful people in the UK. They live in affluent, high-status areas of the country. They are healthy, wealthy and confident consumers.	22.5 %

- Underlying socio-economic characteristics of the catchment population

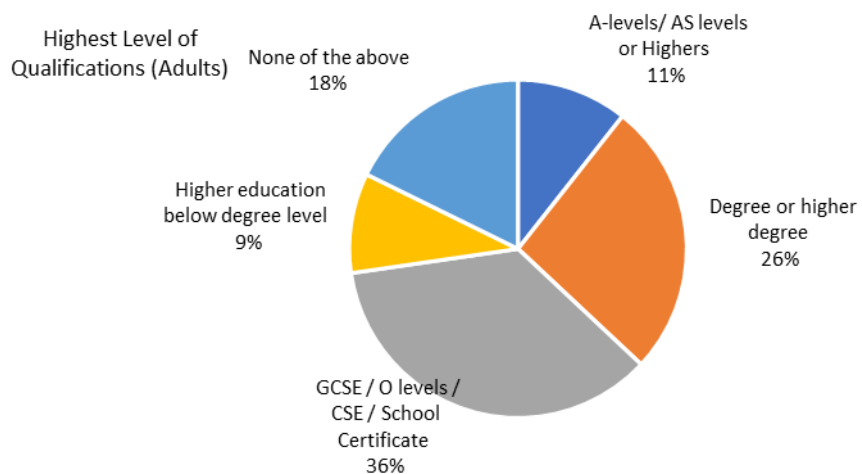
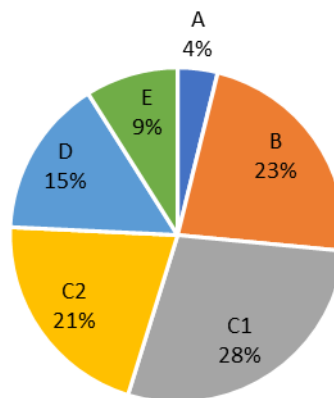


NS SEC: National Statistics Socio-Economic Classification

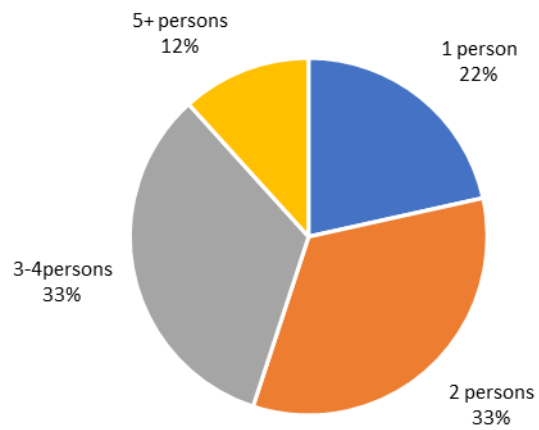
Occupation (%)



Social Grade



Household Size



Household Annual Income

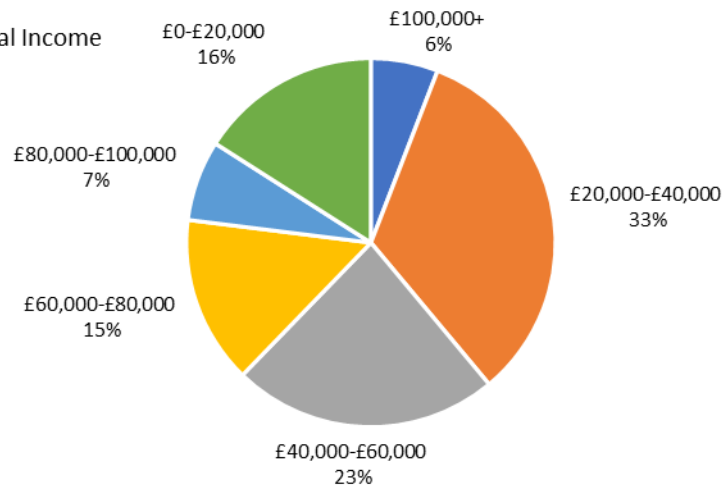
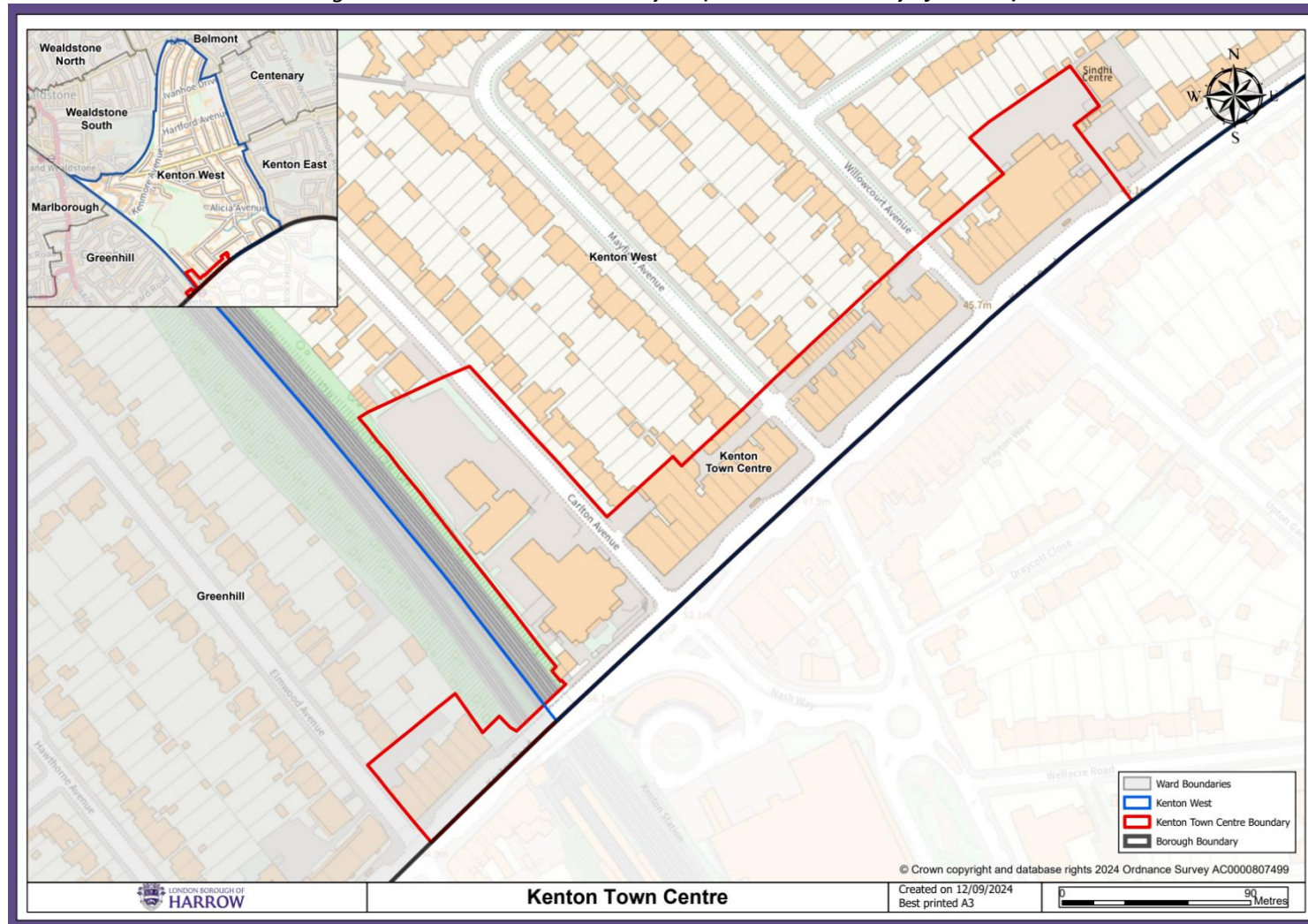


Figure 4: Kenton District Centre Layout (within the boundary of Harrow)



4. Composition of Retail Units and Floor Space

Table 4 (a): Total floor space under retail use, services and ground floor office use

Kenton District Centre	Units located within the London Borough of Harrow		Floorspace	
	No.	%	sq.m	%
A1 Retail	25	59.52%	4889	74.81%
A2 Non-Retail	9	21.43%	680	10.41%
A3 Non-Retail	3	7.14%	465	7.12%
A4 Non-Retail	0	0.00%	0	0.00%
A5 Non-Retail	2	4.76%	111	1.70%
SG Non-Retail	1	2.38%	158	2.42%
B1 Non-Retail	0	0.00%	0	0.00%
Other	2	4.76%	232	3.55%
Total	42	100.00%	6535	100.00%

Table 4 (b): Total Floorspace under retail and services and ground floor office use

Kenton District Centre	Units Located in Harrow and Brent		Floorspace	
	No.	%	sq.m	%
A1 Retail	54	55.10%	14778	78.19%
A2 Non-Retail	18	18.37%	1674	8.86%
A3 Non-Retail	9	9.18%	927	4.90%
A4 Non-Retail	1	1.02%	110	0.58%
A5 Non-Retail	3	3.06%	125	0.66%
SG Non-Retail	4	4.08%	353	1.87%
B1 Non-Retail	5	5.10%	462	2.44%
Other	4	4.08%	472	2.50%
Total	98	100.00%	18901	100.00%

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

Type of business	No of Units	Type of Business	No of Units
Comparison		Newsagent	1
Clothes shops	1		
Jewellers	1	Financial, Professional & Prosperity	
		Banks & building societies	1
Food & drink		Estate Agents	9
Supermarket	5	Solicitors	2
Grocers	1	Accountants	2
		Financial Services	2
Health & Personal		Insurance Company Office	1
Hair & Beauty	8		



Opticians/audiologists	1	Restaurant/Take Aways/Pubs	
Chemist	2	Restaurant	7
Dental practice	1	Take Away	3
Chiropodist	1	Café	4
Foot Clinic	1	Public House	1
		Sandwich Shop	1
House			
Carpets	2	Services	
Furniture	2	Dry cleaners/clothes repair	2
Bathrooms/kitchens	2	Travel Agents	1
		Vets	1
Miscellaneous & Specialist		Others	2
Charity Shop	3		
Education	1	Miscellaneous & Specialist	
Casino/betting shop	1	Car accessories	2
Office	1	Bed and breakfast	1
Vacant	4	Demolished	2
Clinic	1	Watches & Clocks	1
Sweets/Savouries	2	Care Providers	2
Funeral Directors	1	DIY Shop	1
Delicatessen	2	Planning Services	1
Electric wholesale	1	Sports Shop	1
Bed shop	1	Porcelain/Glazing	1

5. Retail and Office Rents

Kenton District Centre and areas in the vicinity offer a variety of unit sizes for retail and office use. The main high street is located along Kenton Road (A4006).

- The estimated rent for retail shops on Kenton Road varies from **£ 25 to £38 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. 1,500 sq.ft.
- Estimated rent for unfurnished offices would be around **£45 per sq.ft. per year**, excluding VAT and deposit costs. Office units range in sizes from c.200 sq.ft. to c.500 sq.ft., subject to availability.
- The estimated rents for small, serviced offices would range from **£250 to £375 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 Kenton Road.*

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:

<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

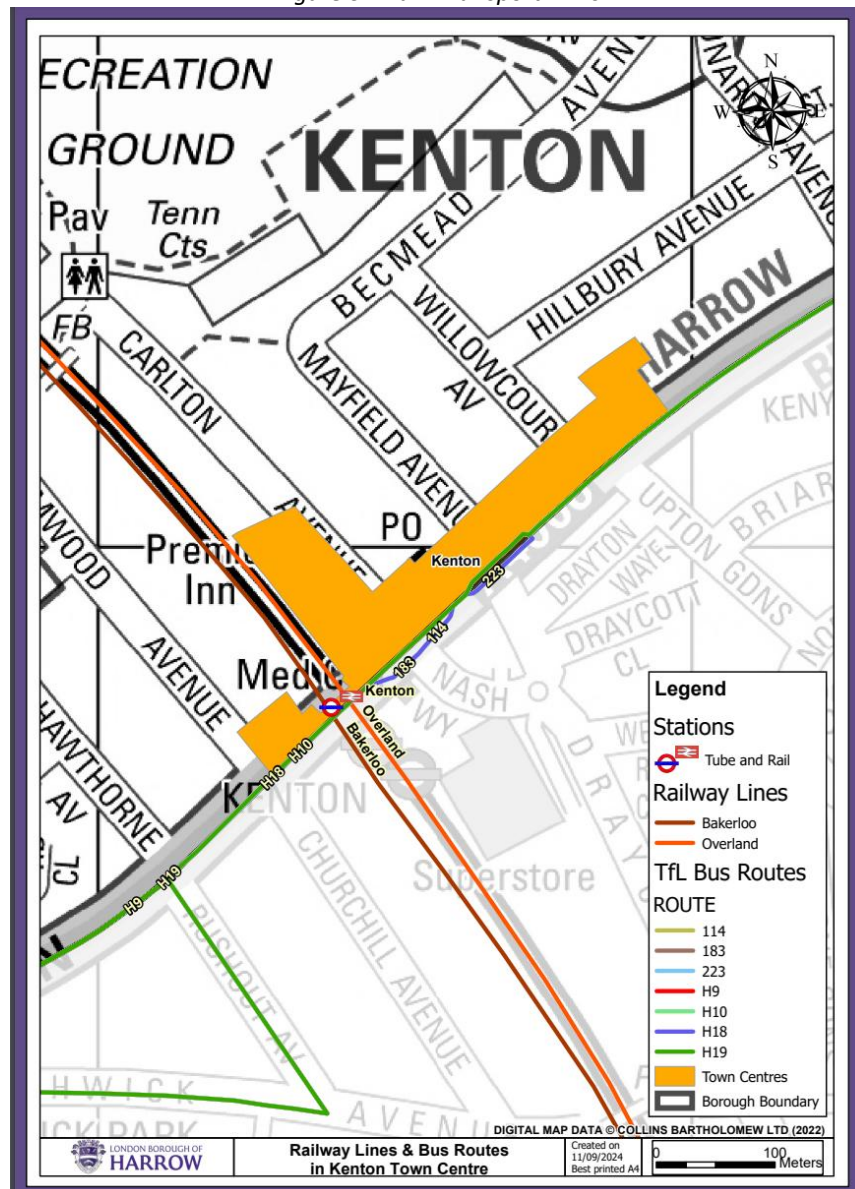


Table 6: **Buses & train connectivity**

Bus number	Route
114	From: Ruislip Station To: Mill Hill Broadway Station
183	From: Pinner Station To: Golders Green Station
223	From: Harrow View West To: Wembley Central Station
H9	From: St Mark's Hospital To: Northwick Park Hospital Social Club
H10	From: St Mark's Hospital To: Northwick Park Hospital Social Club
H18	From: Harrow Bus Station To: Harrow Bus Station
H19	From: Harrow Bus Station To: Kymberley Road
Bakerloo Line	Kenton Station on the Bakerloo line From Harrow and Wealdstone to Elephant & Castle.
Overground	Kenton Station on the Lioness overground line From London Euston to Watford Junction

Source: [TfL](#)

Kenton Station is located on the overground Lioness Line which provides easy access to central London – Euston. The estimated travel time from Kenton Station to Euston is approximately 30min-35min.

Passenger footfall data at Kenton Station²

The Graphs below illustrate the variation in entry taps on weekends at Kenton Station from 1 Jan 2019 to 1 Jan 2024. It is evident from the data that footfalls are yet to recover to pre-pandemic levels in March 2022 but continue to improve.

Figure 6: Entry Taps during weekends (monthly total)

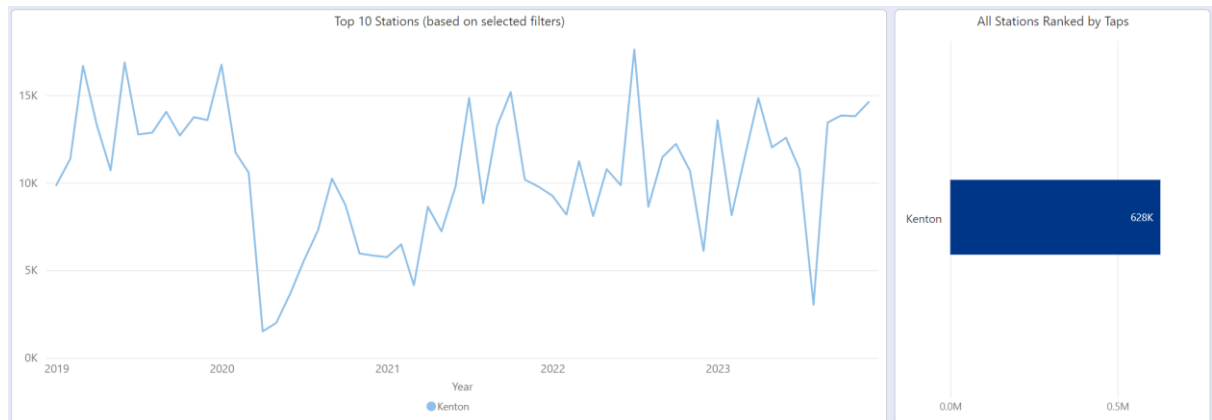
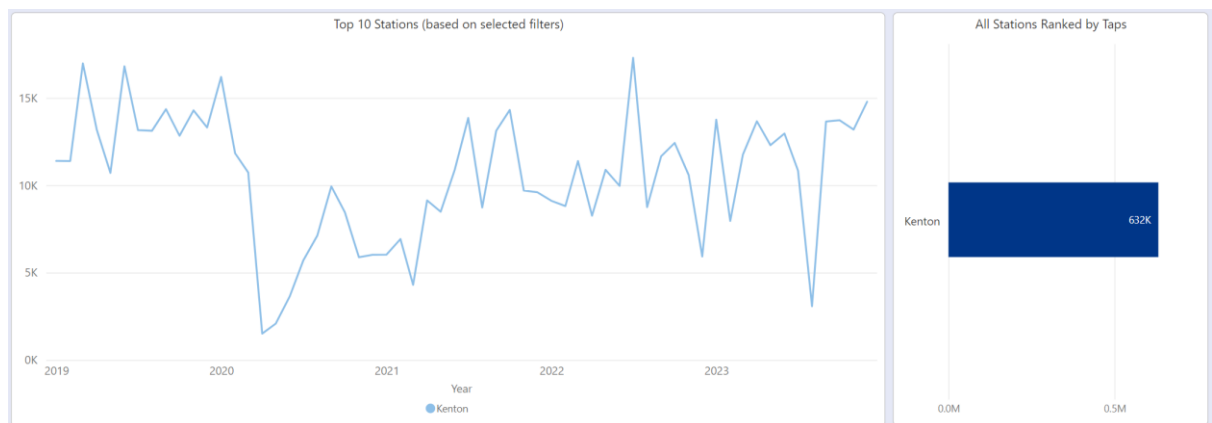


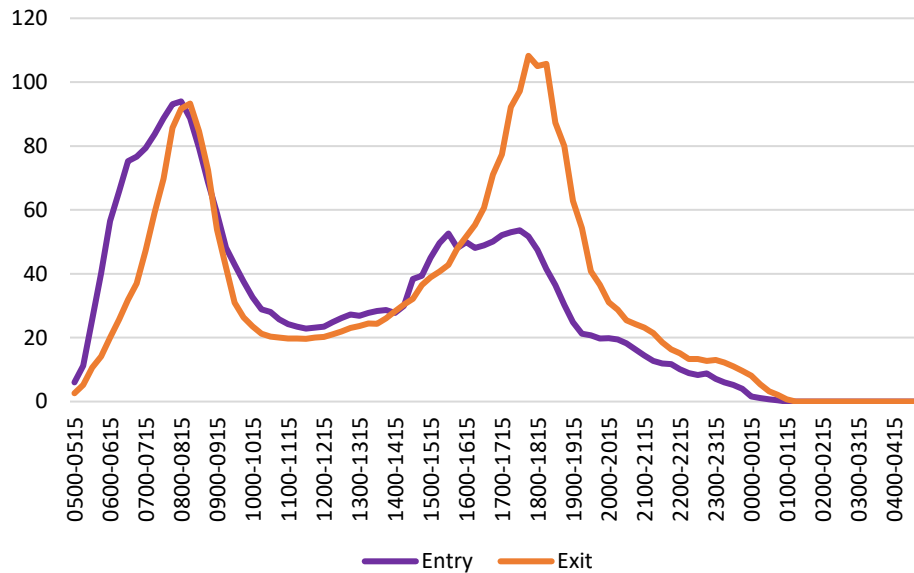
Figure 7: Exit Taps during weekends (monthly total)



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

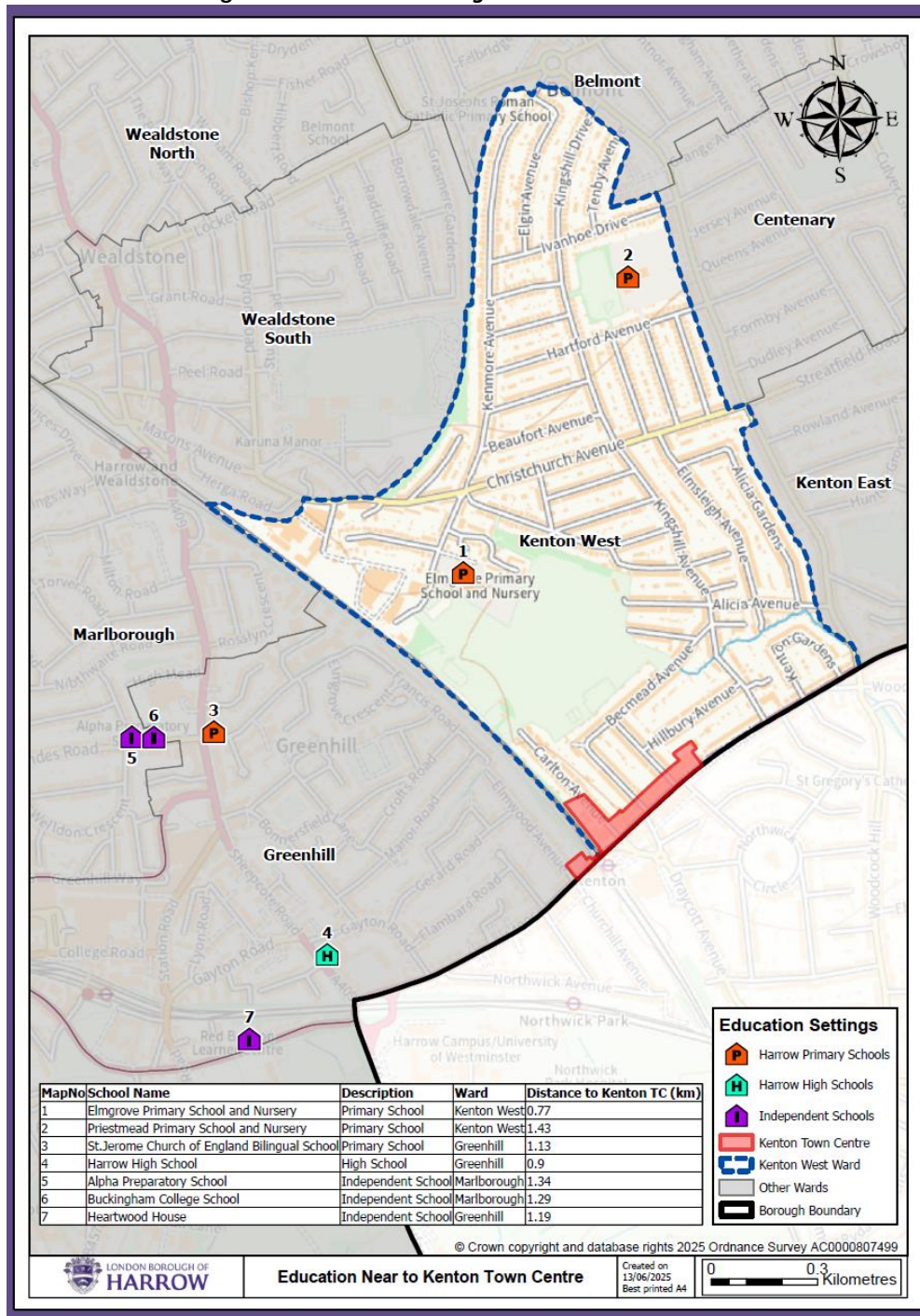
The dataset below represents the travel demand on typical autumn weekdays - Monday, Tuesday to Thursday, Friday, Saturday and Sunday. Data covers every 15-minute period throughout the traffic day and assumes a perfect train schedule being operated.

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



8. Schools and Colleges in the Catchment Area

Figure 9: Schools and colleges in the catchment area



Name of the institution	Number of pupils enrolled in 2024-25 ³
Elmgrove Primary School and Nursery	802
Priestmead Primary School and Nursery	880
Harrow High School	1,013
Alpha Preparatory School	129
Buckingham College School	107
Heartwood House	60
Total	2,991

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

9. Kenton District Centre Streetscape









10. Local Estate Agents

This table lists several 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	www.harnessproperty.com
Harrovia Estates	020 3371 0005	www.harrovianestates.co.uk
Infinity Property	020 8907 4665	www.infinityps.co.uk/pages/commercial#
Jones Lang LaSalle (JLL)	020 7493 4933	www.jll.co.uk
Knight Frank	020 3944 6318	www.knightfrank.co.uk
Michael Berman & Co	020 8346 5100	www.michaelberman.co.uk
Move in Properties Ltd	020 71480670	www.movein-properties.co.uk
My Next Office	020 3857 8000	www.mynextoffice.co.uk
Office Freedom	020 3603 2576	www.officefreedom.com
P2M Properties	020 8427 5392	www.p2m-group.com
Property Hub Ltd	020 89031002	www.propertyhubltd.com
Robert Irving Burns	020 7637 0821	www.rib.co.uk
SPC Property Consultants	020 8259 4320	www.spcproperty.co.uk
Stimpsons	020 8905 9292	www.stimpsons.co.uk
Telsar	020 3333 2222	www.telsar.com/services/agency
VDBM	019 23 845222	www.vdbm.co.uk/sales-and-lettings
Vel Estate Ltd	020 8902 6383	www.velestate.co.uk
Wex & Co	020 7768 0747	www.wexcommercial.com/properties

11. Kenton Trader's Association

The Kenton Area Traders Association (KATA) was established in 2013 with initial support from Brent Council and now benefits from the collaborative backing of both Harrow and Brent councils, reflecting the unique position of Kenton Road and the surrounding area which spans both boroughs.

KATA has become renowned for their vibrant community events, particularly their annual festive celebrations which include both Christmas and Diwali light events. These popular gatherings regularly attract the mayor and local schools, creating a wonderful sense of community spirit and bringing together residents from diverse backgrounds to celebrate in the heart of Kenton.

Demonstrating their commitment to environmental stewardship and community pride, KATA organises regular litter-picking events across local parks and streets. These initiatives involve local school children and volunteers, fostering civic responsibility amongst young people while keeping the area clean and welcoming for everyone.

The association works closely with both Harrow and Brent councils to address the unique challenges and opportunities that come with operating in a cross-borough area. Through this collaborative approach, KATA effectively represents the interests of local businesses whilst contributing to the broader community wellbeing.

For membership of the Kenton Area Traders Association, businesses can contact the Gail Hovey at ghovey@stgregorys.harrow.sch.uk or attend one of their regular meetings to learn more about how they can get involved in supporting this dynamic local business community.

12. Appendix: Description of relevant planning Use Categories

Table 7: Summary of use reclassification after 1 September 2020⁴

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>