LONDON BOROUGH OF HARROW

Burnt Oak 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

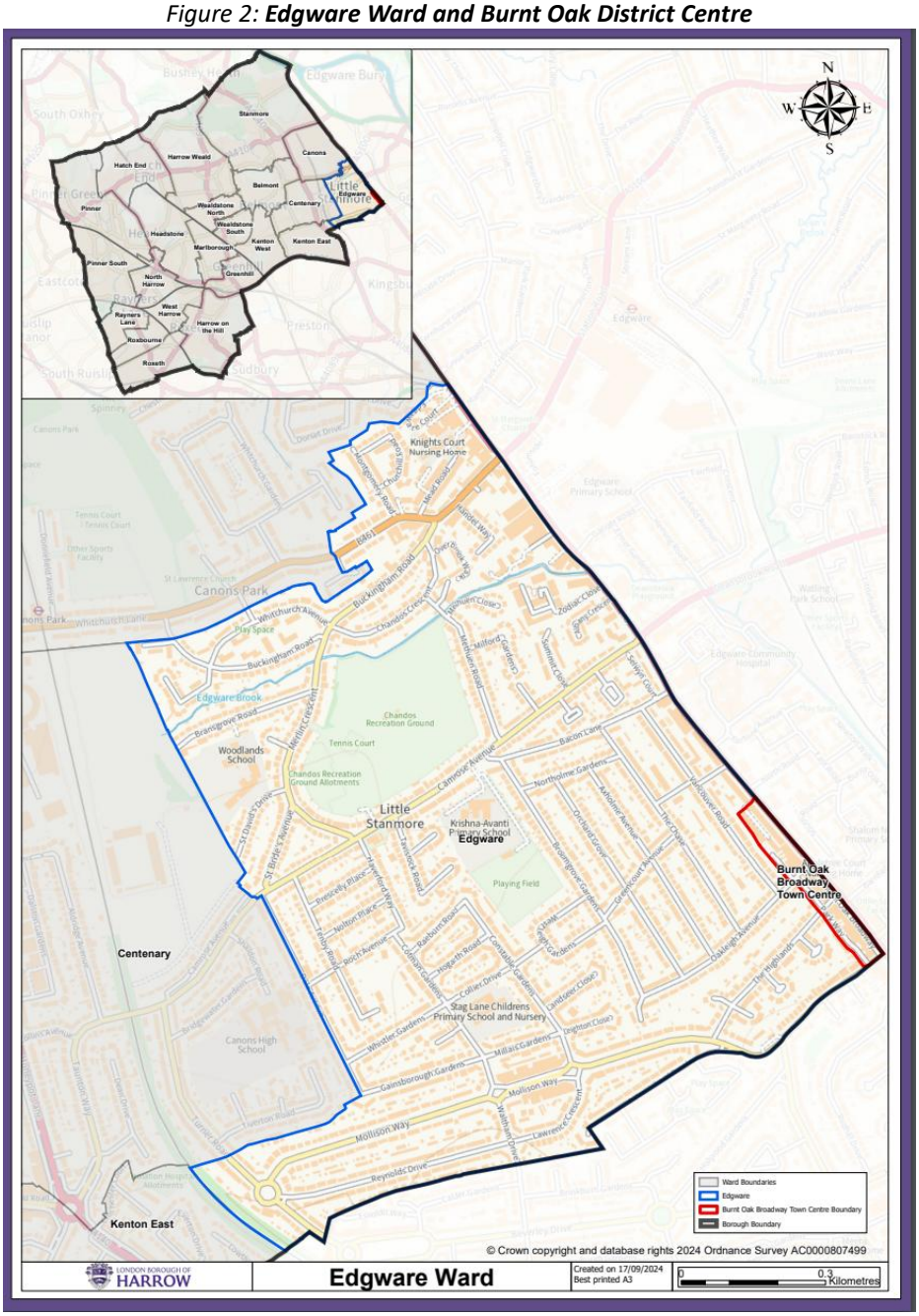
[1] https://www.harrow.gov.uk/downloads/file/31727/HC_economic_strategy_06.pdf

Burnt Oak District Centre

Burnt Oak town centre is classified as a **District Centre** under the London Plan 2016 and is located on the border between the London Borough of Harrow, Brent and Barnet. In this report we have only profiled the portion that falls within the Harrow's boundary, comprising 61 shopfronts occupying c. 10,440 sq.m. floor space.

Burnt Oak District Centre is served by 11 bus routes and the London underground; the Northern Line from Edgware to Morden passes through Burnt Oak Station.

Figure 2: ***Edgware Ward and Burnt Oak District Centre***



2. Demographic Characteristics

Burnt Oak District Centre is located in Edgware ward which has a total population of 15,713 (Census 2021). The key demographic characteristics of these wards are described below.

Table 1: Total population and density

	Edgware		London Borough of Harrow	
	Population	%	Population	%
All persons	15,713	100	261,203	100
Male	7,911	50.3	128,797	49.3
Female	7,802	49.7	132,406	50.7

	Edgware Ward	London Borough of Harrow
Population Density (persons per square kilometre)	9,305.3	5,175.4

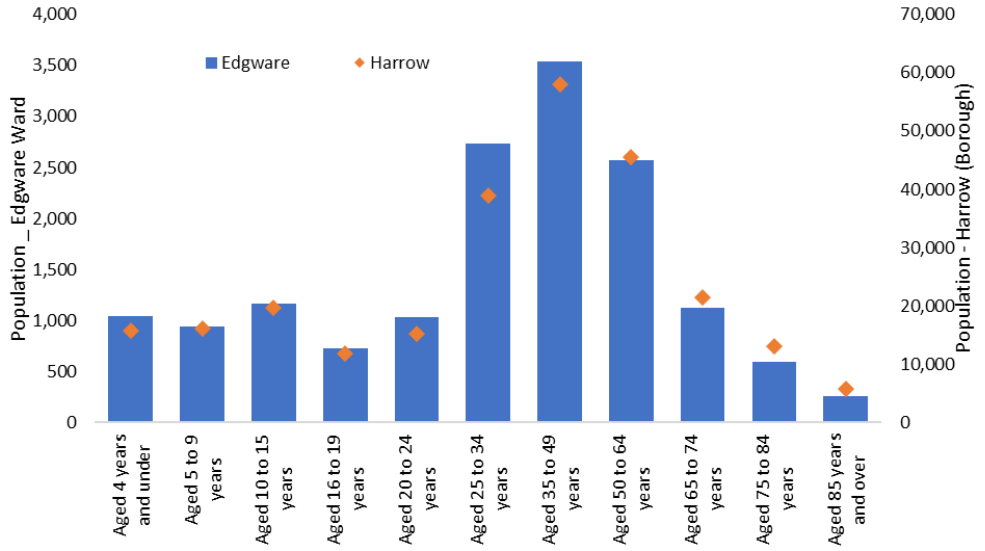
Source: www.nomisweb.co.uk/sources/census_2021

Population by age-categories in the surrounding wards

The proportion of working-age population (16-64 years) in Edgware ward is c.67% (10,601 residents), which is higher than the proportion in the borough of Harrow (65%), and England (63%).

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%).

c.13% of the population is above 65 years of age which is low compared to 15.4% in the borough of Harrow, and 18.4% in England.



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

Population by Ethnicity

Table 2: Ethnicity

	Edgware Ward		London Borough of Harrow	
Ethnic group	Population	%	Population	%
Asian, Asian British or Asian Welsh	6,650	42.3	118,152	45.2
Black, Black British, Black Welsh, Caribbean or African	1,194	7.6	19,151	7.3
Mixed or Multiple ethnic groups	477	3.0	9,833	3.8
White	6,127	39.0	95,233	36.5
Other ethnic group	1,261	8.0	18,836	7.2

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

Figure 3: ***Burnt Oak Town Centre Catchment Illustration***

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

Closest Centres	**Distance in miles (kilometres)**
Harrow	4.67 mi (7.52 km)
Edgware	1.92 mi (3.08 km)
Queensbury	1.45 mi (2.34 km)
Kingsbury	2.05 mi (3.3 km)

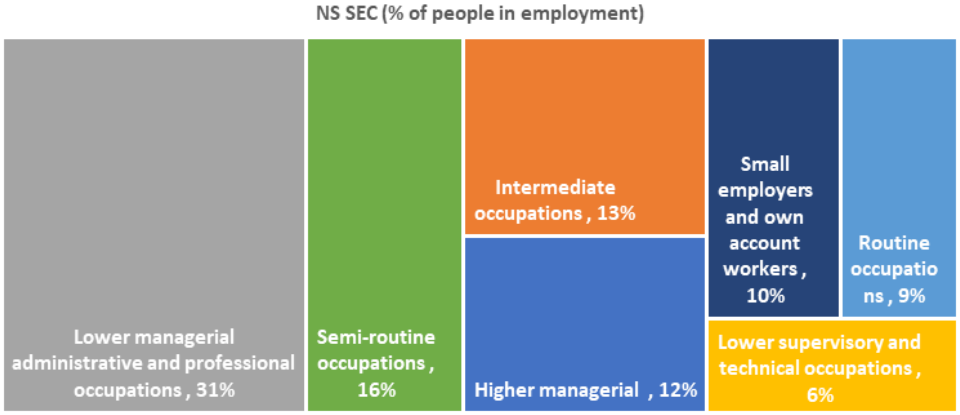
3. Burnt Oak District Centre Catchment Insights

We have used Acorn segmentation to analyse the customer information for c. 4,756 households which are in the borough of Harrow, within a 20-minute walking distance (approximately 1.0 mile) from the district centre. This figure does not include households that fall outside the boundary of the London Borough of Harrow (refer Figure 3).

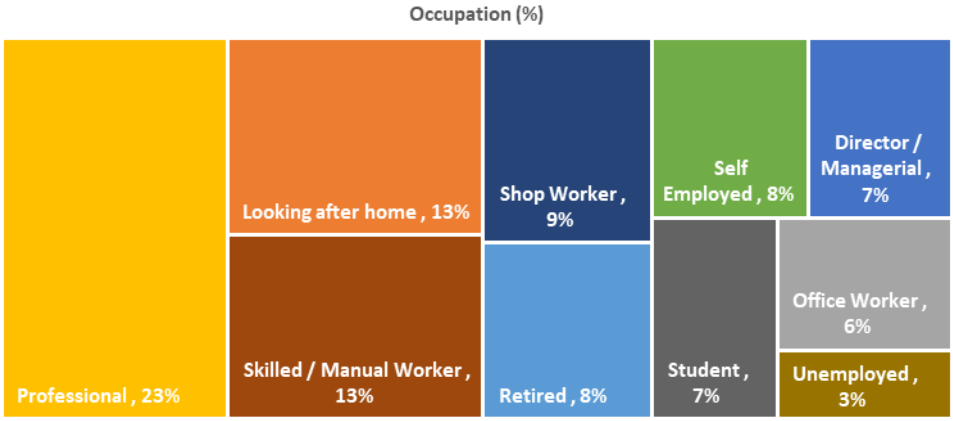
The Top 5 customer segments represented in this catchment area are described below. For more information about what these categories mean please use this link to access the Acorn User Guide.

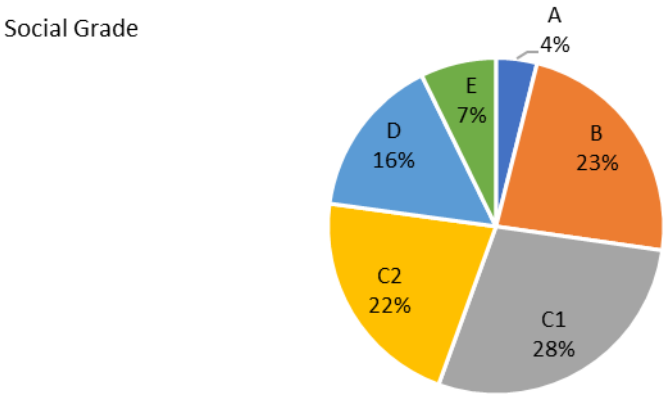
Acorn Category	% Households in the catchment	Acorn Definition	Acorn Category as UK percentage
Comfortable Communities	67%	This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semirural areas.	27.0%
Financial Stretched	17%	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	11%	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	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%
Affluent Achievers	2%	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 %

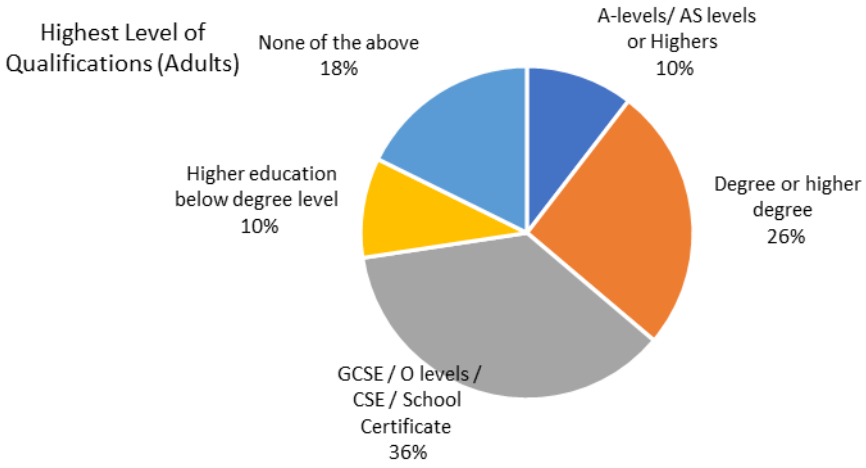
- **Underlying socio-economic characteristics of the catchment population**



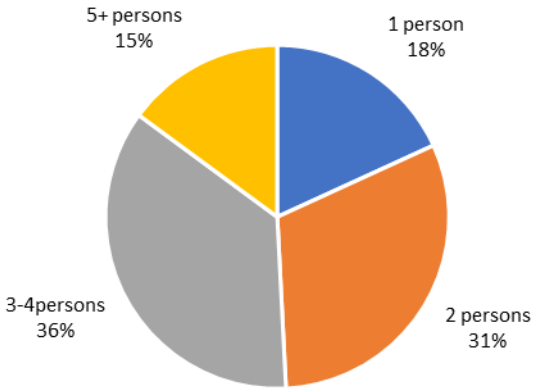
NS SEC: National Statistics Socia-Economic Classification


Occupation (%)
Professional , 23%
Looking after home , 13%
Skilled / Manual Worker , 13%
Shop Worker , 9%
Retired , 8%
Self Employed , 8%
Student , 7%
Director / Managerial , 7%
Office Worker , 6%
Unemployed , 3%

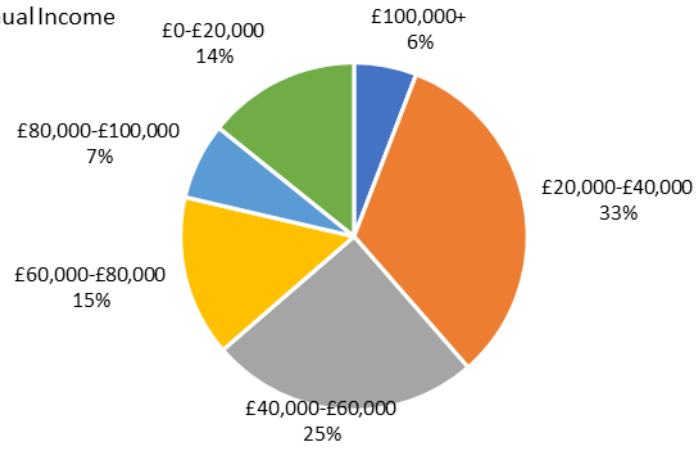

Social Grade
A 4%
B 23%
C1 28%
C2 22%
D 16%
E 7%


Highest Level of Qualifications (Adults)
None of the above 18%
A-levels/ AS levels or Highers 10%
Higher education below degree level 10%
Degree or higher degree 26%
GCSE / O levels / CSE / School Certificate 36%

Household Size

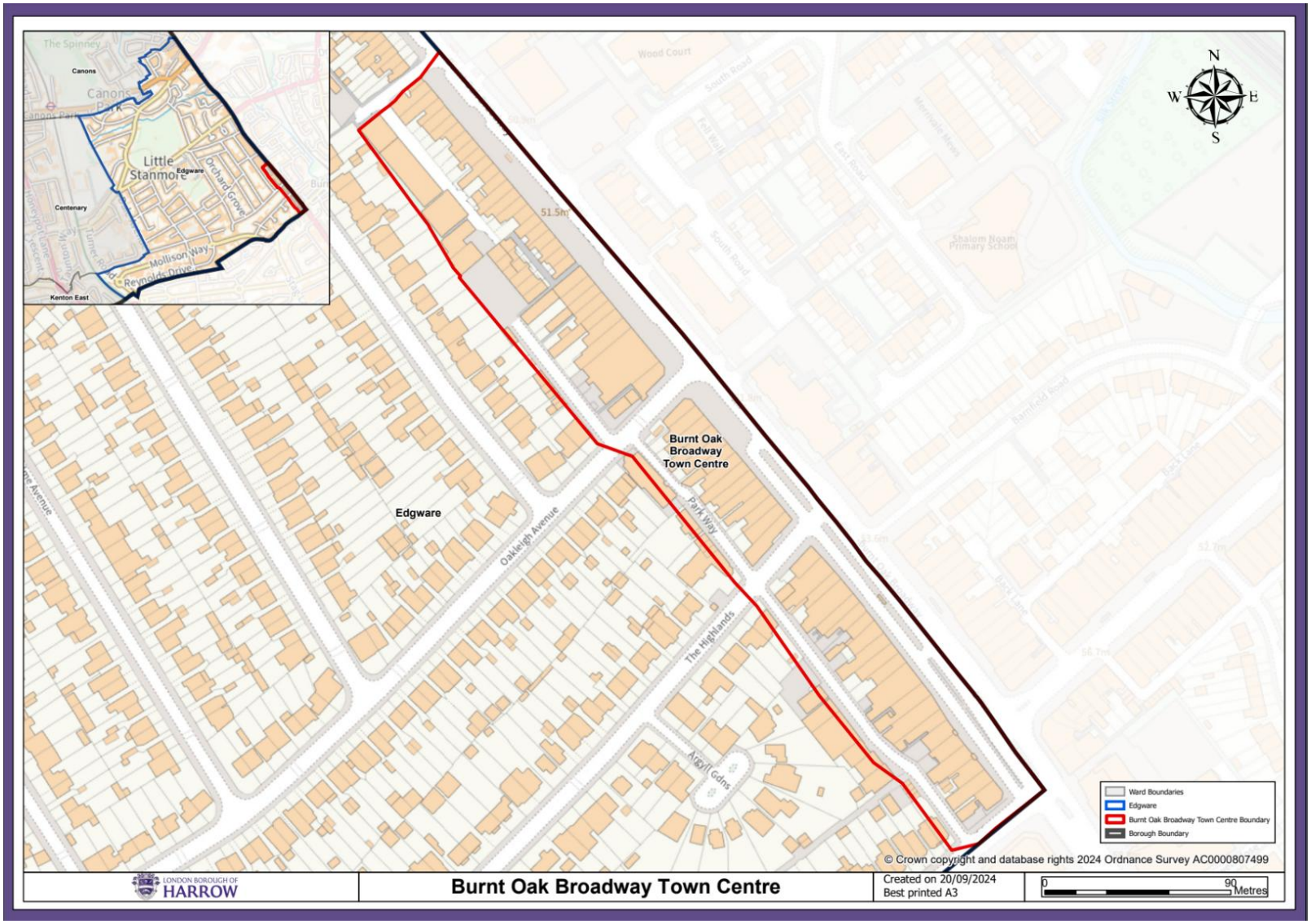


Household Annual Income



LONDON BOROUGH OF HARROW

Figure 4: ***Burnt Oak Town Centre Layout***



4. Composition of Retail Units and Floor Space

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

Burnt Oak Broadway[2]	Units		Floorspace	
	No.	%	sq.m	%
A1 Retail	39	63.93%	7,793	74.65%
A2 Non-Retail	4	6.56%	663	6.35%
A3 Non-Retail	6	9.84%	502	4.81%
A4 Non-Retail	0	0.00%	0	0.00%
A5 Non-Retail	5	8.20%	514	4.92%
SG Non-Retail	6	9.84%	968	9.27%
B1 Non-Retail	1	1.64%	0	0.00%
Other	0	0.00%	0	0.00%
Total	61	100.00%	10,440	100.00%

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

Type of business	No of Units
Comparison	
Clothes shops	3
Jewellers	0
Shoe shop	0
Electrical, photography, computing	
Phone shop	0
Food & drink	
Bakers	0
Supermarket	2
Butchers	1
Grocers	5
Health & Personal	
Hair & Beauty	5
Opticians/audiologists	1
Chemist	2
Health Shop	1
House	
Carpets	0
Furniture	1
Bathrooms/kitchens	0
Household goods shop	2

Type of Business	No of Units
Newsagent	0
Post office	0
Financial, Professional & Prosperity	
Banks & building societies	0
Estate Agents	1
Solicitors	0
Accountants	2
Financial Services	0
Insurance Office	0
Restaurant/Take Aways/Pubs	
Restaurant	5
Take Away	4
Public House	0
Café	3
Dessert lounge	0
Tea House	0
Public House	0
Sandwich Shop	0
Bar	1
Services	
Dry cleaners/clothes repair	0
Travel Agents	0

[2] Refer Appendix [1] for description of Use Categories

Miscellaneous & Specialist			Vets	0
Charity Shop	2		Launderette	1
Luggage shop	0			
Cards/Gift Shop	0		**Community**	
Florist	1		Community centre	0
Stationers	0		Library	0
Casino/betting shop	4		Police	0
Vacant	3		Health centre	0
Funeral Directors	1		Religious centre	0
Delicatessen	1			
Off-licence	1		**Miscellaneous & Specialist**	
Tattoo studio	1		Vape shop	1
Nail salon	1		Fishmonger	1
Motorcycles sales	1		Access	3
Pawnbrokers shop	1		Tobacco shop	1

5. Retail and office rents

Burnt Oak District Centre and areas in the vicinity offer a variety of unit sizes for retail and office use. Popular high street locations are Edgware Road and Burnt Oak Broadway.

- The estimated rent for retail shops varies from **£ 15 to £26 per sq.ft**. **per year**, excluding VAT and deposits. Retail units are available in a range of sizes, from c. 1,000 sq.ft. to c. 2,500 sq.ft.
- Estimated rent for unfurnished offices varies from **£ 25 to £35 per sq.ft. per year**, excluding VAT and deposit costs. Office units range in sizes from c.200 sq.ft. to c.3000 sq.ft., subject to availability.
- The estimated rents for serviced offices would range from **£300 to £375 per person per month**, excluding VAT and deposit. *These are indicative rents only that were advertised by shared-office operators at the time of publishing this document*.

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/
https://www.cbre.co.uk/property-search/retail-space
https://www.zoopla.co.uk/to-rent/commercial/retail-premises/london/burnt-oak/
https://www.rightmove.co.uk/commercial-property-to-let/Burnt-Oak.html

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***

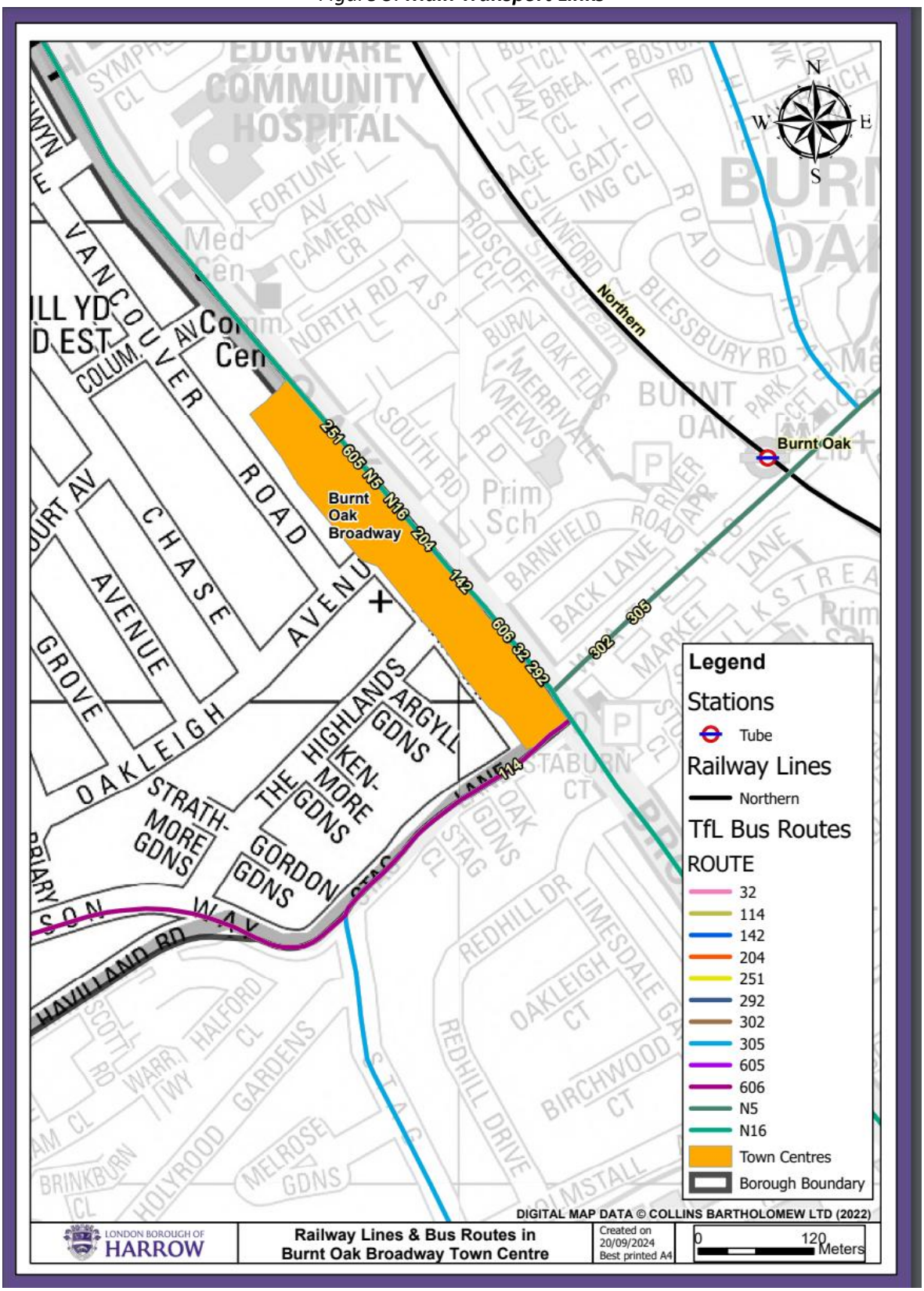


Table 6: ***Buses and train connectivity***

Bus number/Train	Destination
32	From: Edgware Station To: Kilburn Park Station
114	From: Mill Hill Broadway Station To: Ruislip Station
142	From: Watford Junction Station To: Brent Cross Shopping Centre
204	From: Sudbury Town Station To: Edgware Station
251	From: Arnos Grove Station To: Edgware Station
292	From: Wetherby Road To: Colindale Superstores
302	From: Mill Hill Broadway Station To: Kensal Rise Station
605	From: Burnt Oak Station (N) To: Totteridge & Whetstone Station (A)
606	From: Queensbury (A) To: The Totteridge Academy (N)
N5	From: Edgware Station To: Whitehall / Trafalgar Square
N16	From: Edgware To: Victoria
Northern Line	Bornt Oak station on the Northern Line. Edgware to Morden.

Source: Transport for London

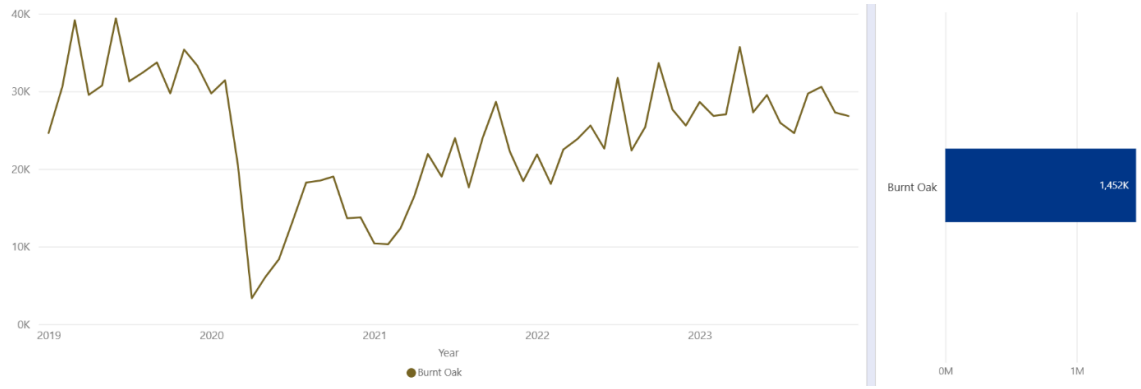
Burnt Oak station is situated on the Northern Line route to Edgware from Morden. The Northern Line provides easy access to central London - Euston and King's Cross St. Pancras. The estimated travel time from Burnt Oak to Euston Station is approximately 40-45min.

Passenger footfall data at Burnt Oak Station[3]

The Graphs below illustrates the variation in entry taps on weekends at Burnt Oak station from 1 Jan 2019 to 1 Jan 2024. It is evident from the data that footfalls have recovered to pre-pandemic levels in 2023 and continue to improve.

Source: TFL – Journey Counts By Travel Mode

Figure 6: Entry taps during weekends (monthly total)



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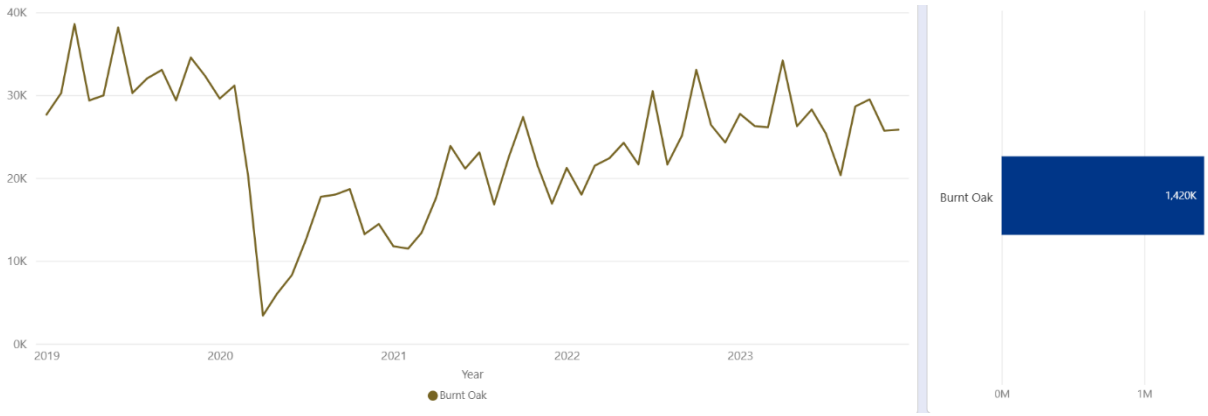
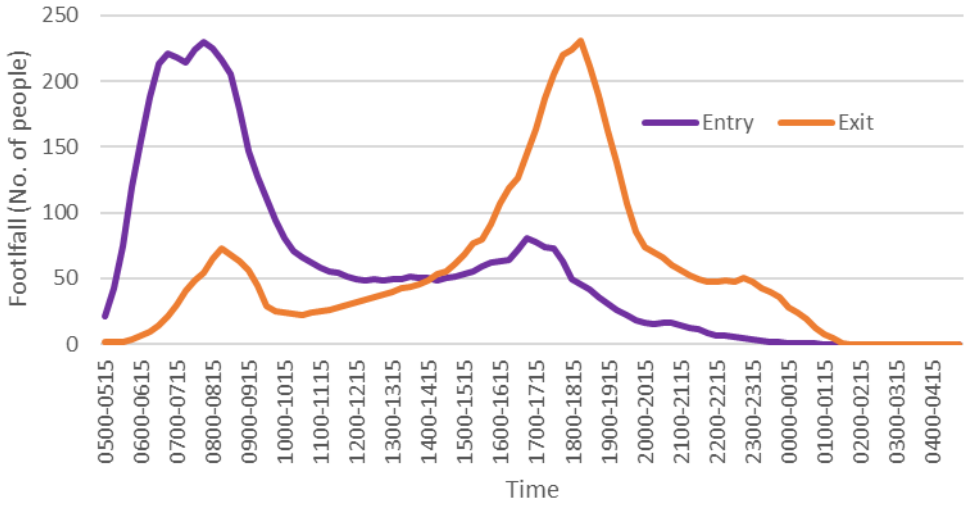
[3] Source: TFL – Journey Counts By Travel Mode

Figure 7:Exit taps during weekends (monthly total)



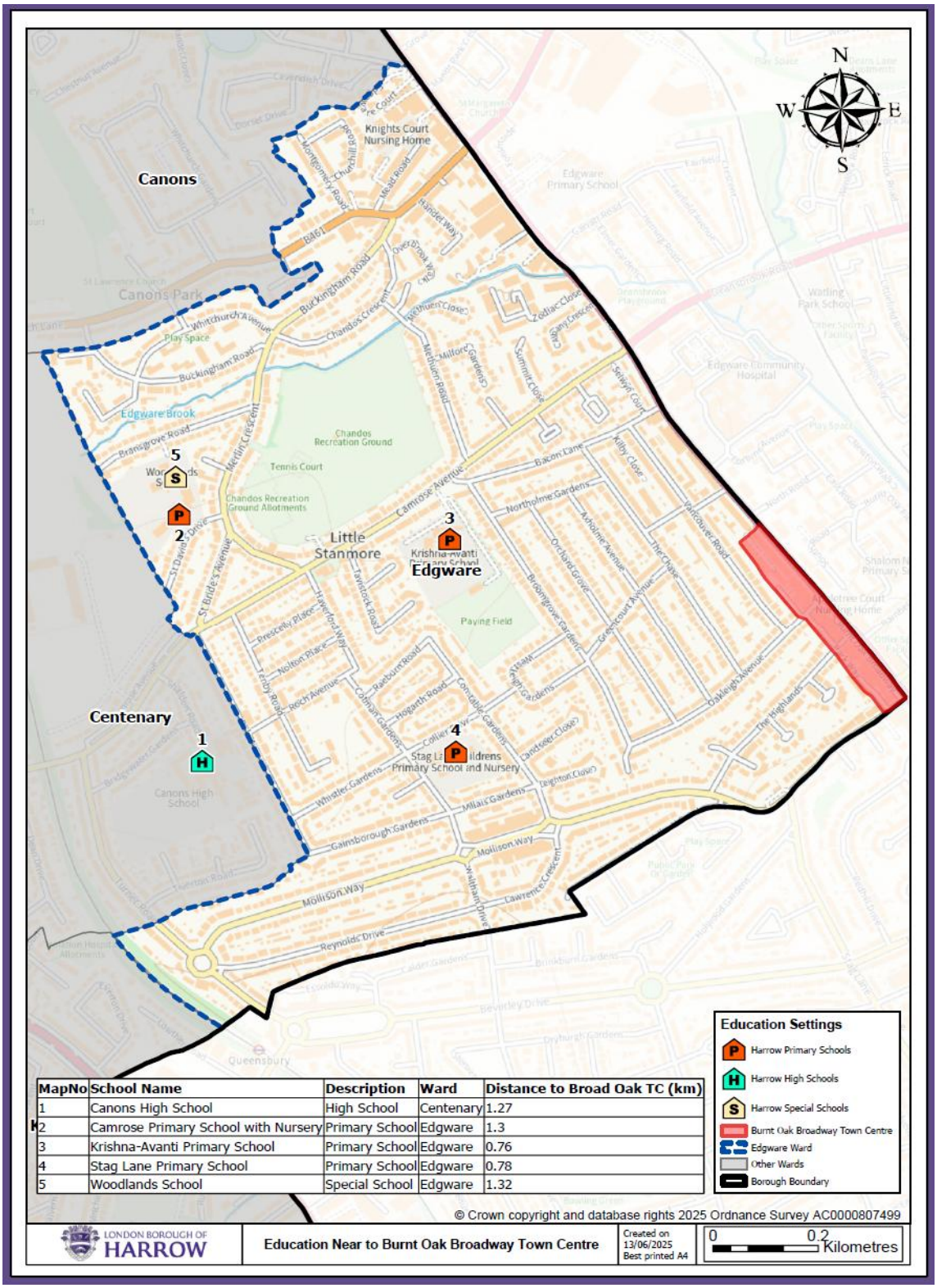
The dataset represents the travel demand on typical autumn weekdays - Monday, Tuesday to Thursday, Friday, Saturday and Sunday at the Burnt Oak Station. Data covers every 15-minute period throughout the traffic day and assumes a perfect train schedule being operated.

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



8. Schools and colleges in the catchment area

Figure 9: **Schools and colleges in the catchment area**[4]



[4] **Does not include education provision in the neighbouring borough of Brent**

Name of the institution	Number of pupils enrolled in 2024-25[5]
Canons high School	1217
Camrose Primary School with Nursery	423
Krishna-Avanti Primary School	454
Stag Lane Primary School	874
Woodlands School	137
Total	3105

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

9. Burnt Oak District Centre Streetscape

pawnbrokers
DRY CLEANER
NHS
Airworld Tours

COSTA COFFEE
KABUL BAZAAR
Think Repair

OXFAM
FINE CHOICE TOOLS

TATTOOS & PIERCINGS
Penny's Pita
St Luke's
HOSPICE

AS SUPER
MUNTENIA
PAK

HAIR BY MICHAEL
Lêvi d'or

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
Harrovian 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. Traders Associations in Harrow

At present Burnt Oak does not have a Traders Association. Businesses who would like to join a trader's group in future, should contact EDO@harrow.gov.uk to register their interest.

Harrow's trader's groups are independent associations that bring together local traders and businesses across the borough to support their communities and enhance the local trading environment. These groups work in partnership with Harrow Council to deliver improvements and activities that benefit both businesses and residents in their respective areas.

We currently have active trader's groups operating in eight areas across Harrow: Belmont Circle, Edgware, Kenton, Pinner Road West, South Harrow, Stanmore, Station Road, Streatfield Road, North Harrow and Sudbury Hill. Each group focuses on the specific needs and opportunities within their local area.

Our traders' groups have successfully delivered a range of community-focused initiatives that enhance the local business environment. Some of our groups have organised festive lighting displays for Diwali and Christmas celebrations, bringing communities together whilst supporting local trade. Other groups have also collaborated with Harrow Council through match funding arrangements to deliver hanging baskets that beautify their high streets and create more attractive shopping environments. We understand the importance of joint working with Harrow Council to deliver improvements in our areas, whether through street cleaning initiatives, accessing funding opportunities, or supporting community groups that enhance the local area for everyone.

Throughout the year, our groups engage in various community activities including litter picking events that help maintain clean and welcoming high streets and celebrating significant occasions such as coronations. These activities demonstrate our commitment to being active participants in our local communities whilst supporting the business environment.

12. Appendix: Description of relevant planning Use Categories

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

*Sue 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