LONDON BOROUGH OF HARROW

Wealdstone 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.

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

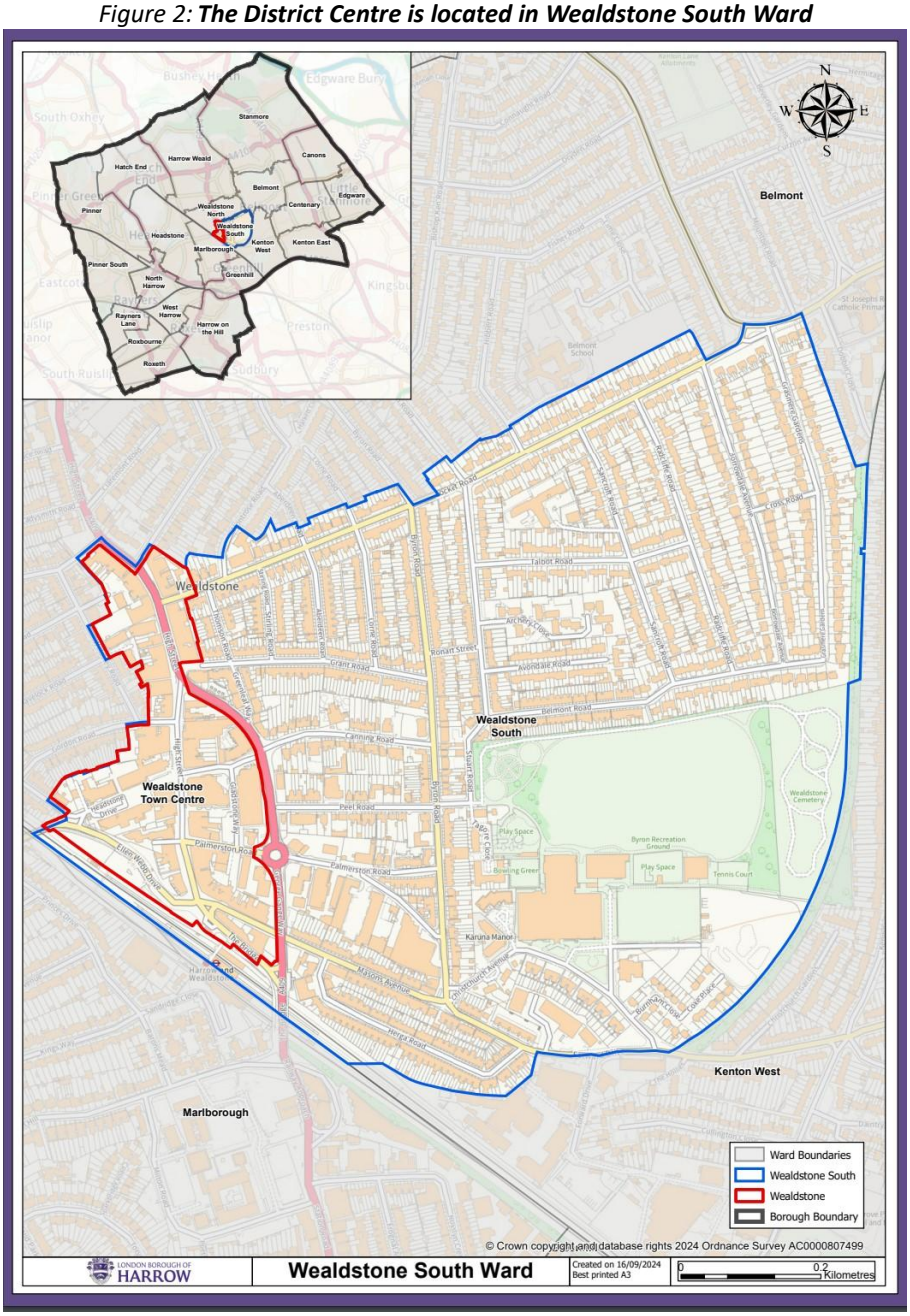
[1] https://www.harrow.gov.uk/downloads/file/31727/HC_economic_strategy_06.pdf

Wealdstone District Centre

The Wealdstone Town Centre is classified as a **District Centre** under the London Plan 2016 and located within Wealdstone South Ward. The District Centre is located along the High Street, Masons Avenue, and The Bridge. It has c. 175 shopfronts occupying approximately 25,862 sq.m. floor space.

Wealdstone District Centre is well connected to other commercial hubs in west London. It is served by 9 bus routes and *Harrow and Wealdstone Station* on the Bakerloo and Overground lines, located South of the District Centre.

Figure 2: ***The District Centre is located in Wealdstone South Ward***



2. Demographic Characteristics

Wealdstone District Centre is located within Wealdstone South ward, which has a total population of 7,957 (Census 2021). The key demographic characteristics of the ward are described below.

The average population density for Wealdstone South is *9,561.4 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

	Wealdstone South		Harrow	
	Population	%	Population	%
All persons	7,957	100.0	261,203	100.0
Male	4,006	50.3	128,797	49.3
Female	3,951	49.7	132,406	50.7

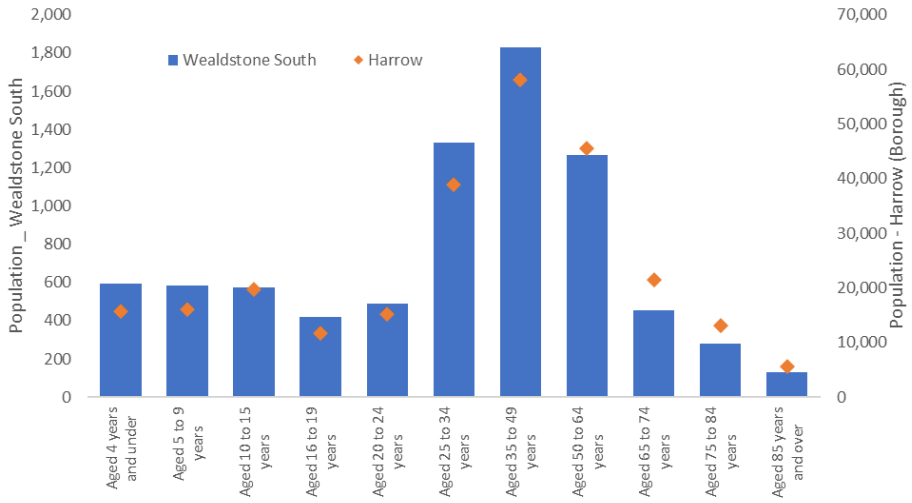
Source: www.nomisweb.co.uk/sources/census_2021

Population by Age Categories in Wealdstone South

The proportion of working-age population (16-64 years) in these wards is c.67% (5,339 residents), compared to c.65% in Harrow, and 63% across England.

c. 14.6% of the population is in these wards is in the 5-15yr age group which is higher than Harrow (13.7%) and England (13.1%).

10.8% of the population is over 65 years old, compared to 15.4% in the borough of Harrow



Population by Ethnicity

Table 2: Ethnicity

	Wealdstone South		Harrow	
Ethnic group	Population	%	Population	%
Asian, Asian British or Asian Welsh	3,292	41.4	118,152	45.2
Black, Black British, Black Welsh, Caribbean or African	940	11.8	19,151	7.3
Mixed or Multiple ethnic groups	305	3.8	9,833	3.8
White	2,869	36.1	95,233	36.5
Other ethnic group	549	6.9	18,836	7.2

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

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

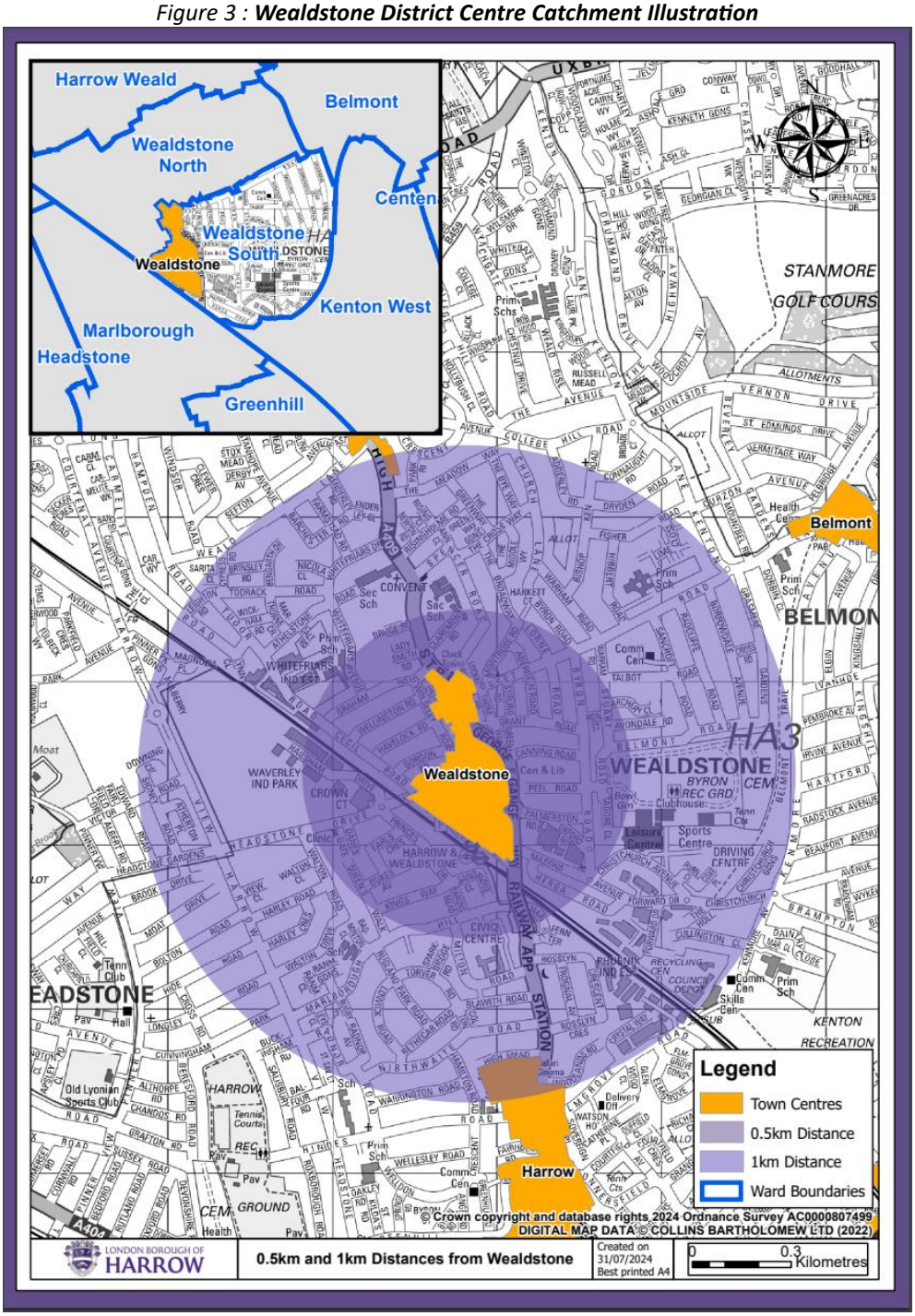


Table 3: ***Distance to Harrow and Nearest Town Centres***

Closest Centre	**Distance in miles (kilometres)**
Harrow	0.4 (0.65)
Belmont	0.72 (1.15)
Harrow Weald	0.9 (1.46)
Kenton	0.93 (1.49)

3. Wealdstone District Centre Catchment Insights

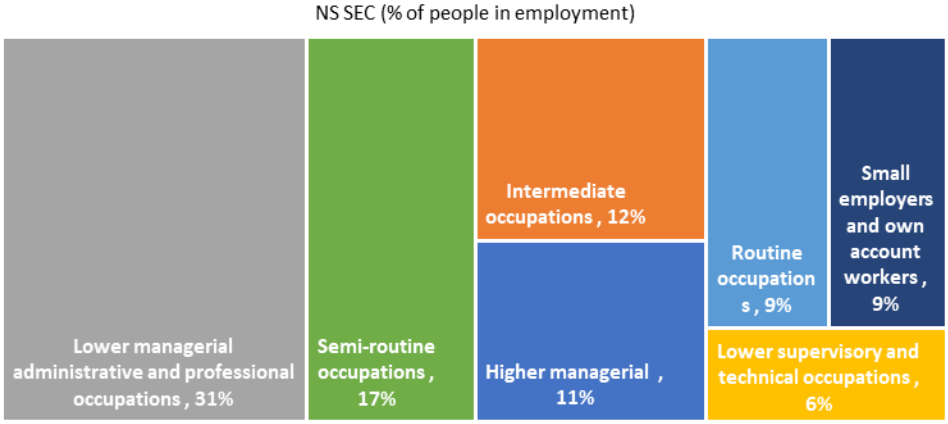
We have used Acorn segmentation to analyse the customer information for c. 17,896 households which are located within a 20-minute walking distance (approximately 1.0 mile) from the district centre.

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

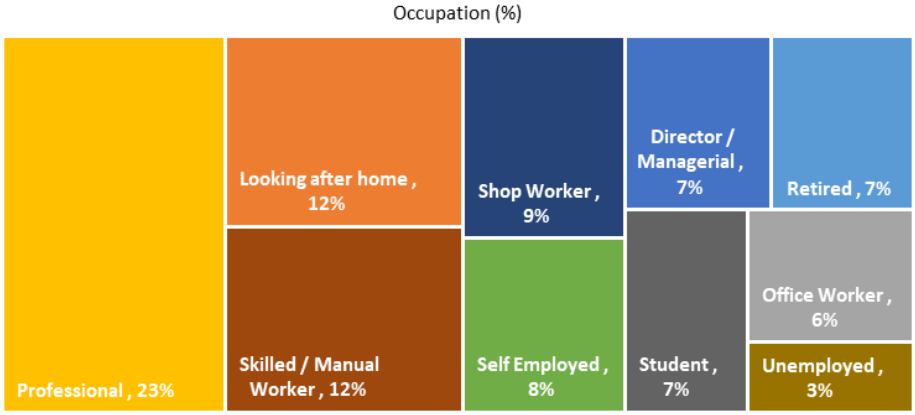
For more information about what these categories mean please use this link to access the Acorn User Guide.

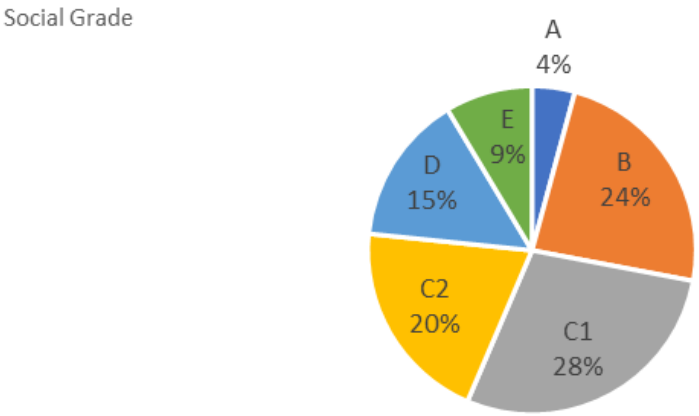
Acorn Category	% Households in the catchment	Acorn Definition	Acorn Category as UK percentage
Comfortable Communities	31%	This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semirural areas.	27.0%
Rising Prosperity	29%	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	17%	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%
Financially Stretched	16%	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%
Affluent Achievers	7%	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**

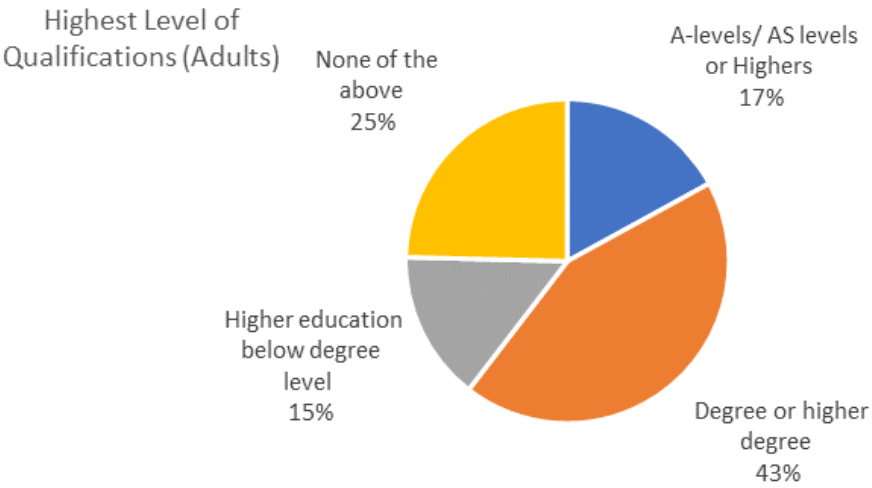


NS SEC: National Statistics Socia-Economic Classification

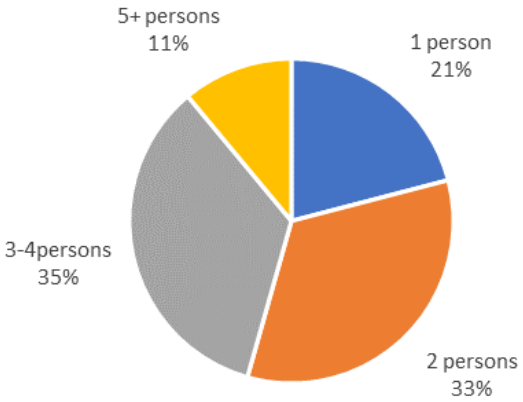




Social Grade - *National Statistics Socio-Economic Classification*



Household Size



Household Annual Income

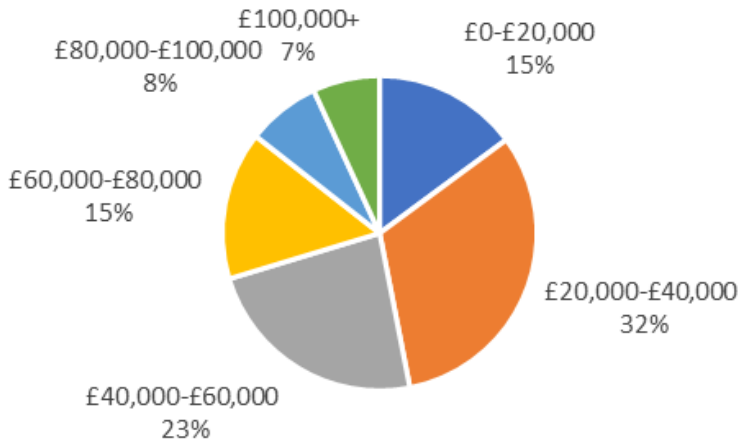
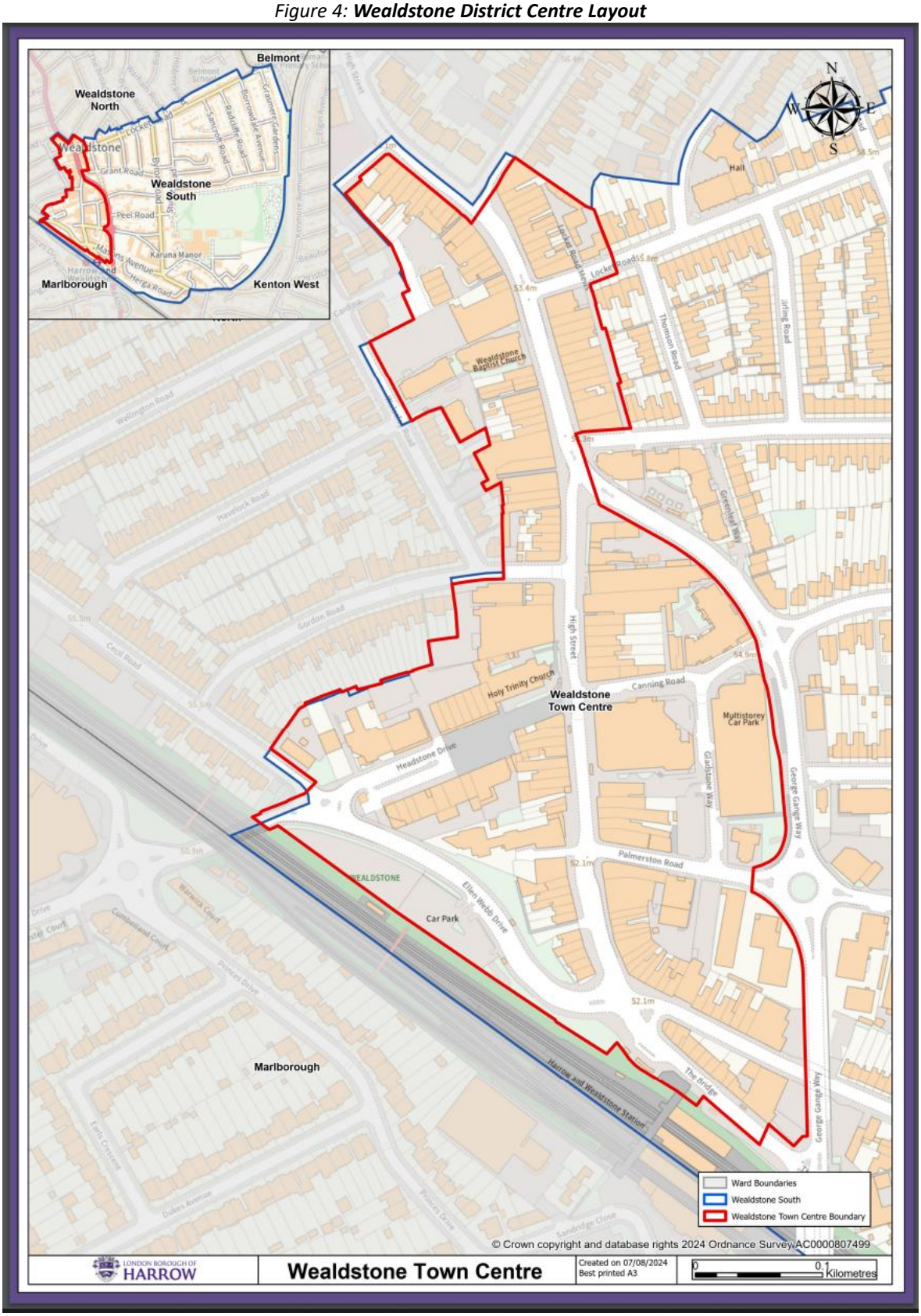


Figure 4: ***Wealdstone District Centre Layout***



4. Composition of Retail Units and Floor Space

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

	Units		Floorspace	
	No.	%	sq.m	%
A1 Retail	99	56.57%	14,833	57.35%
A2 non-retail	16	9.14%	1,665	6.44%
A3 non-retail	22	12.57%	2,461	9.52%
A4 non-retail	3	1.71%	261	1.01%
A5 non-retail	9	5.14%	863	3.34%
SG non-retail	9	5.14%	1,358	5.25%
B1 non-retail	6	3.43%	911	3.52%
Other	11	6.29%	3,510	13.57%
Total non-retail	76	43.43%	11,029	42.65%
Total	175	100.00%	25,862	100.00%

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

Type of business	No of Units
Comparison	
Clothes shop	5
Electrical, photography, computing	
Phone shop	3
Food & drink	
Bakers	1
Supermarket	4
Butchers	2
Grocers	16
Health & personal	
Hair & Beauty	9
Opticians/audiologists	3
Chemist	1
Health shop	1
Gym	2
House	
Carpets	1
Household goods shop	3

Type of Business	No of Units
Newsagent	2
Post office	1
Financial, professional & prosperity	
Estate Agents	4
Solicitors	2
Restaurant/Take Aways/Pubs	
Restaurant	8
Take Away	5
Public House	2
Café	5
Dessert lounge	1
Services	
Dry cleaners/clothes repair	1
Launderette	1
Community	
Library	1
Police	1
Health centre	1

Miscellaneous	
Charity shop	1
Massage parlour	
Education	1
Betting shop	5
Vacant	7
Redevelopment site	1
Internet café	1
Pet store	1
Hardware shop	1
Tile shop	1
Mini cabs	1
Internet café	1
Bargain shop	1
Insurance brokers	1
General goods shop	1
Tailors shop	2
Car parts shop	1
Cake shop	1

5. Retail and Office Rents

Wealdstone District Centre and areas in the vicinity offer a variety of sizes in retail and office premises. The popular locations include The High Street, Headstone Drive, Masons Avenue and The Bridge.

- Estimated current rent for retail shops in the Wealdstone District Centre vary **from £ 23 - £46 per sq.ft**. **per year**, excluding VAT and deposit costs. Retail units in this location typically vary in size from c. 450 sq.ft. to c. 2,600 sq.ft.
- Rent for unfurnished offices vary between **£ 20 - £25 per sq.ft. per year**, excluding VAT and deposit costs. Offices units vary in size from c.130 sq.ft. to c. 980 sq.ft., subject to availability.
- Rents for serviced offices vary from **£245 to 685 per person per month**, excluding VAT and deposit.

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***

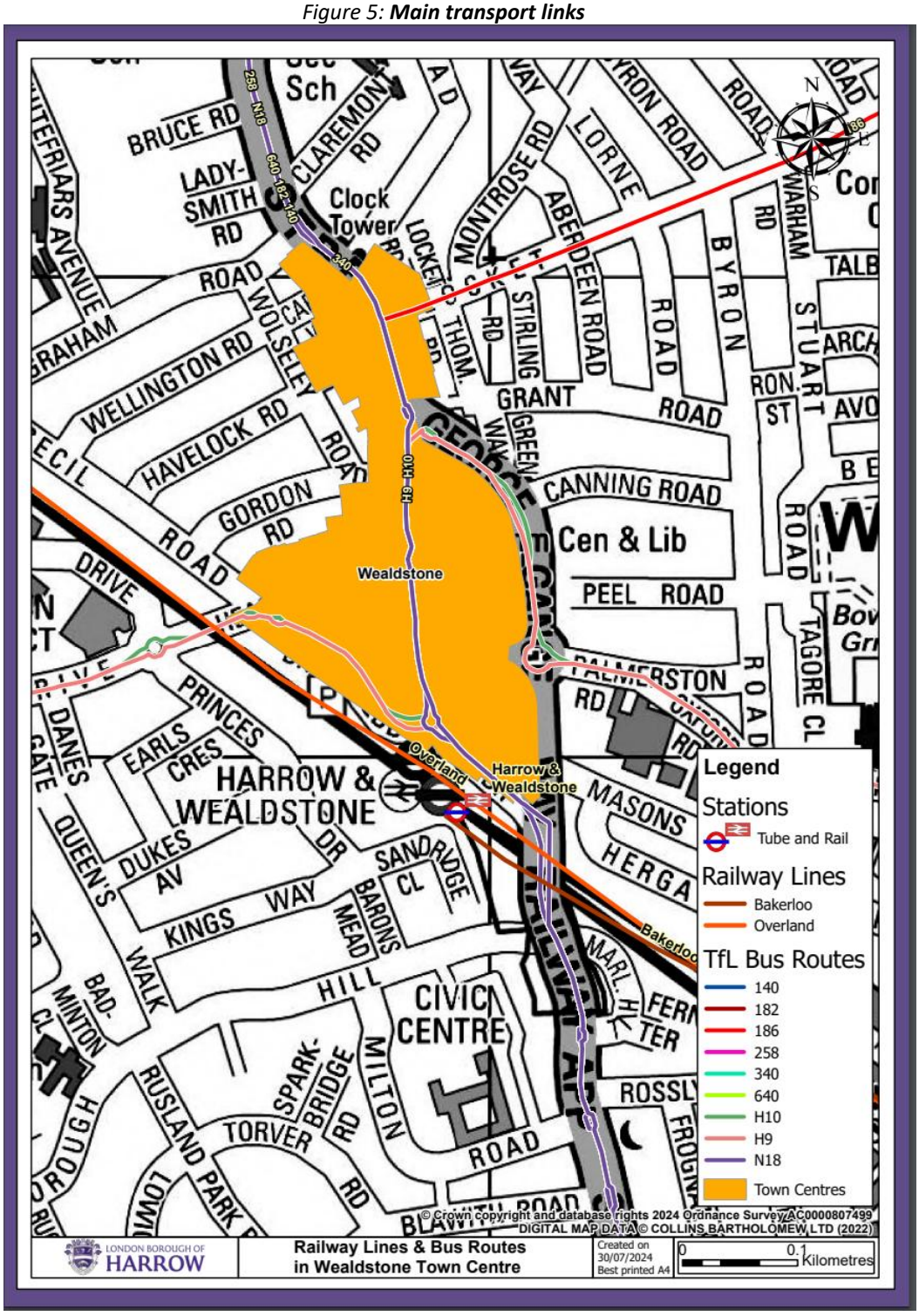


Table 6: ***Buses and train connectivity***

Bus number	Route
H10	From: Harrow Bus Station To: Harrow Bus Station.
H9	From: St Mark's Hospital To: Northwick Park Hospital Social Club.
140	From: Long Elm To: Hayes & Harlington Station.

Bus number	Route
186	From: Northwick Park Hospital Social Club To: Brent Cross Shopping Centre.
182	From Bannister Playing Fields To: Brent Cross Shopping Centre.
186	From: Northwick Park Hospital Social Club To: Brent Cross Shopping Centre.
258	From: Watford Junction Station To: South Harrow Bus Station.
340	From: Edgware Station To: Harrow Bus Station.
640	From South Harrow Station To: Bentley Wood High School.
Bakerloo Line	From *Harrow and Wealdstone* to *Elephant & Castle*.
Overground	Harrow and Wealdstone Station on the Lioness overground line From London Euston to Watford Junction

Source: TfL

Harrow and Wealdstone Station is located on the overground Lioness Line which provides easy access to central London – Euston. The estimated travel time to Euston is approximately 34min-35min.

Passenger footfall data at Harrow and Wealdstone Station[2]

The Graphs below illustrate the variation in entry taps on weekends at Harrow & Wealdstone 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)

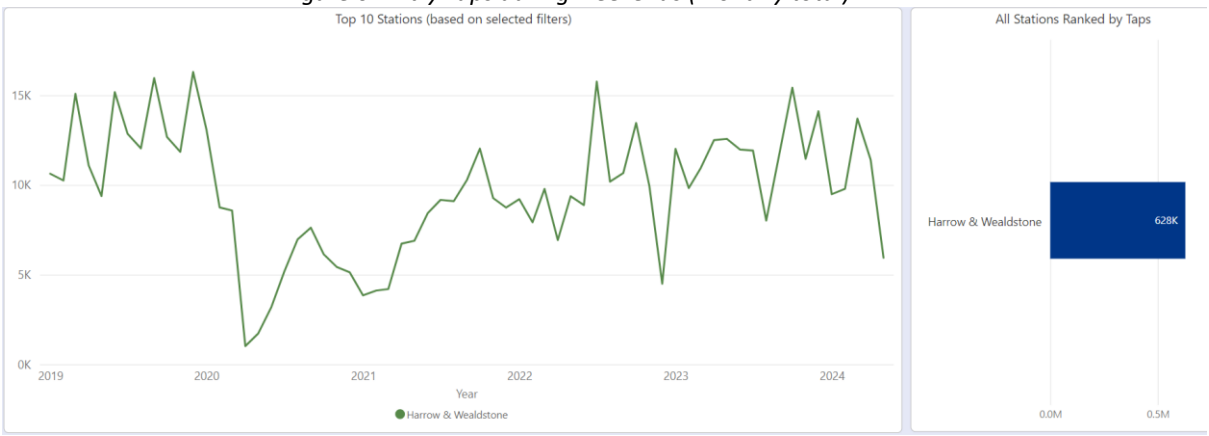
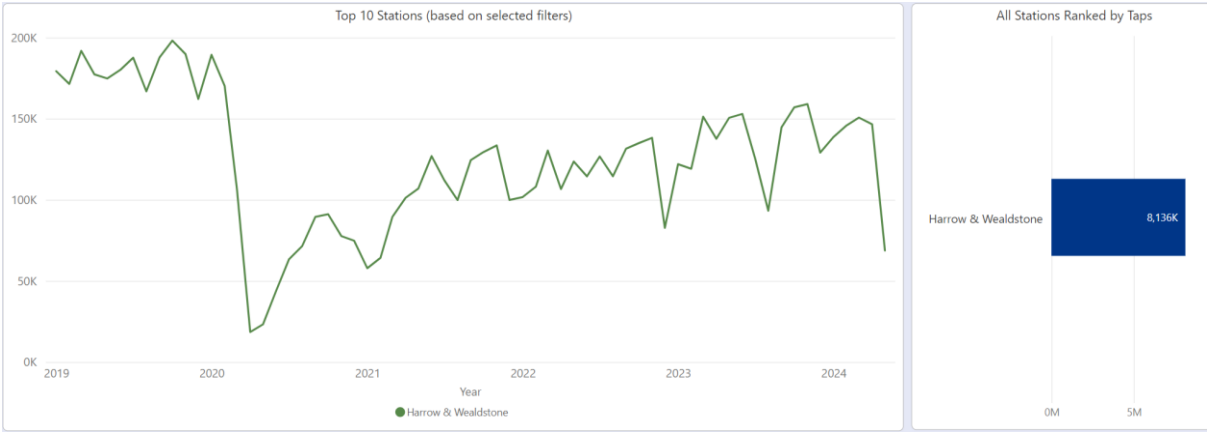


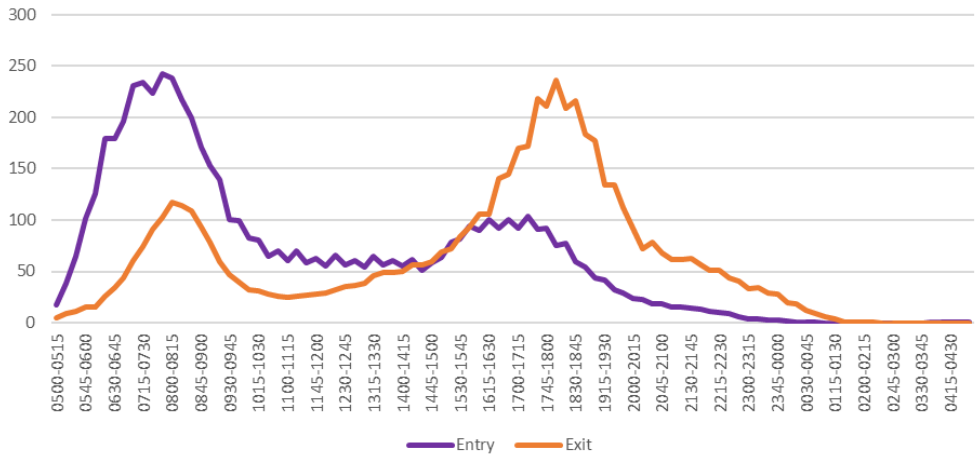
Figure 7: Exit Taps during weekends (monthly total)



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

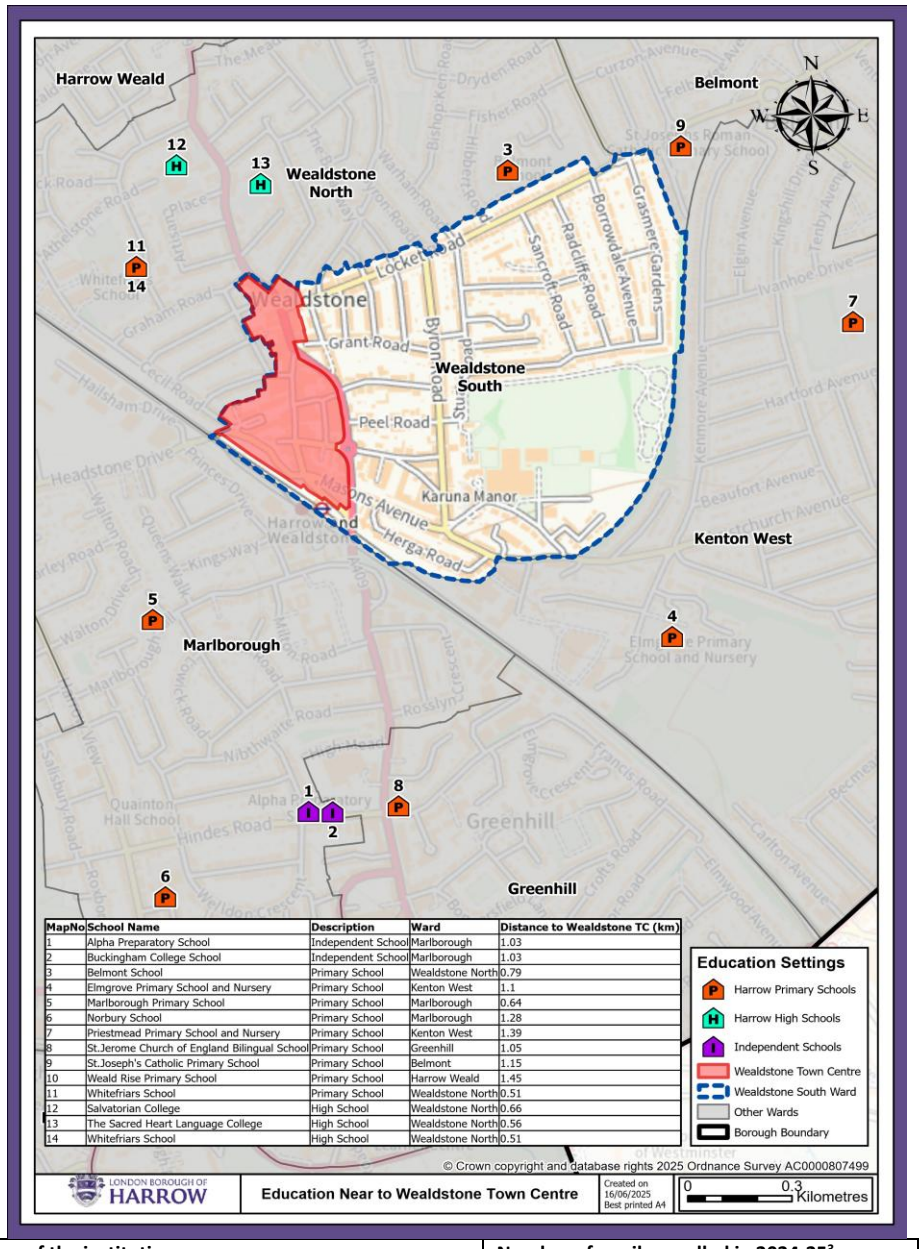
The dataset below represents the travel demand on typical autumn weekdays - Monday, Tuesday to Thursday, Friday, Saturday and Sunday. Data covers every 15-minute period throughout the traffic day and assumes a perfect train schedule being operated.

Figure 8: Variation in average daily footfall in Harrow & Wealdstone Station



8. Schools and colleges in the catchment area

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



MapNo	School Name	Description	Ward	Distance to Wealdstone TC (km)
1	Alpha Preparatory School	Independent School	Marlborough	1.03
2	Buckingham College School	Independent School	Marlborough	1.03
3	Belmont School	Primary School	Wealdstone North	0.79
4	Elmgrove Primary School and Nursery	Primary School	Kenton West	1.1
5	Marlborough Primary School	Primary School	Marlborough	0.64
6	Norbury School	Primary School	Marlborough	1.28
7	Priestmead Primary School and Nursery	Primary School	Kenton West	1.39
8	St.Jerome Church of England Bilingual School	Primary School	Greenhill	1.05
9	St.Joseph's Catholic Primary School	Primary School	Belmont	1.15
10	Weald Rise Primary School	Primary School	Harrow Weald	1.45
11	Whitefriars School	Primary School	Wealdstone North	0.51
12	Salvatorian College	High School	Wealdstone North	0.66
13	The Sacred Heart Language College	High School	Wealdstone North	0.56
14	Whitefriars School	High School	Wealdstone North	0.51

Name of the institution	Number of pupils enrolled in 2024-25[3]
Alpha Preparatory School	129
Buckingham College School	NA
Belmont School	643
Elmgrove Primary School and Nursery	802
Marlborough Primary School	648
Norbury School	663
Priestmead Primary School and nursery	880
St Jerome CoE Bilingual School	414
St Joseph's Catholic Primary School	408
Weald Rise Primary School	380
Salvatorian College	737
The Sacred Heart Language College	775
Whitefriars School	1443
Total	7922

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

9. Wealdstone District Centre Streetscape

View along the High Street

View along Masons Avenue

View along The Bridge

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. Wealdstone Trader's Association

At present Wealdstone 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[4]

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.

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