LONDON BOROUGH OF HARROW

Pinner District Centre Investment Profile

Business data and catchment characteristics
2024-25

LONDON BOROUGH OF HARROW

CONTENTS

1	Introduction	3
2	Demographic characteristics	5
3	Pinner district centre - catchment insights	8
4	Composition of retail units and floorspace	12
5	Retail and office rents	13
6	Business rates	14
7	Transport linkages and passenger footfall data	15
8	Schools and colleges in the catchment area	18
9	Pinner district centre-streetscape	19
10	Local estate agents	26
11	Pinner trader's association	27
12	Appendix: Description of relevant planning use-classes	28

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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

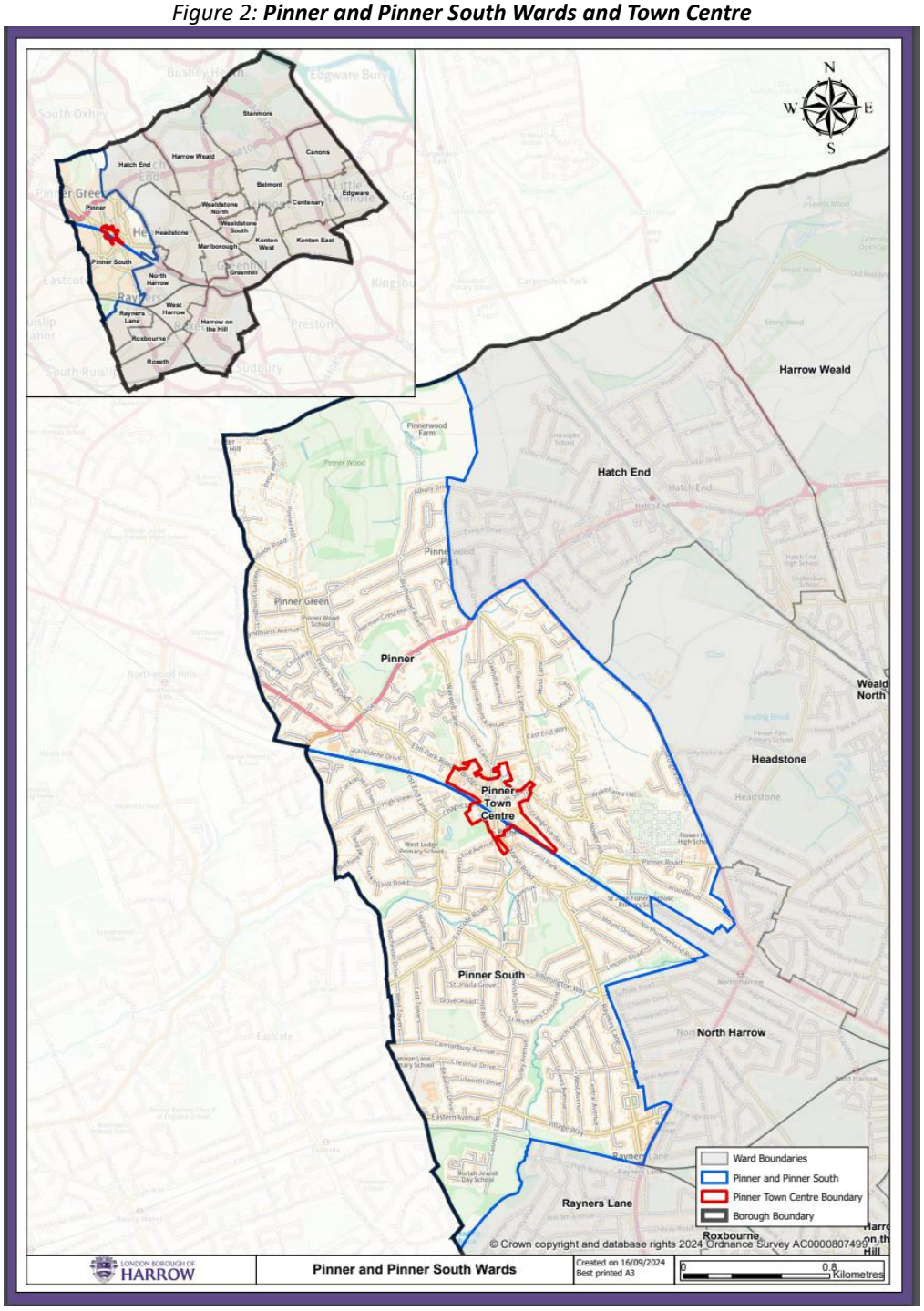
[1] https://www.harrow.gov.uk/downloads/file/31727/HC_economic_strategy_06.pdf

Pinner District Centre

Pinner town centre is classified as a **District Centre** under the London Plan 2016 and is located between Pinner and Pinner South Wards. The District Centre stretches along Bridge Street, Marsh Road, High Street and Love Lane. There are approximately 168 shopfronts occupying c. 27,393 sq.m. floor space.

Pinner District Centre is served by 4 bus routes and the London underground; the Metropolitan Line (Watford & Amersham route) passes through Pinner Station.

Figure 2: ***Pinner and Pinner South Wards and Town Centre***



2. Demographic Characteristics

Pinner District Centre extends across two wards – Pinner and Pinner South which have a total population of 28,876 (Census 2021). The key demographic characteristics of these wards are described below.

Table 1: Total population and density

	Pinner South Ward		Pinner Ward		London Borough of Harrow	
	Population	%	Population	%	Population	%
All persons	15,739	100	13,137	100	261,203	100
Male	7,682	49	6,300	48	128,797	49.3
Female	8,057	51	6,837	52	132,406	50.7

	Pinner South Ward	Pinner Ward	London Borough of Harrow
Population Density (persons per square kilometre)	5,140.8	3,125.8	5,175.4

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

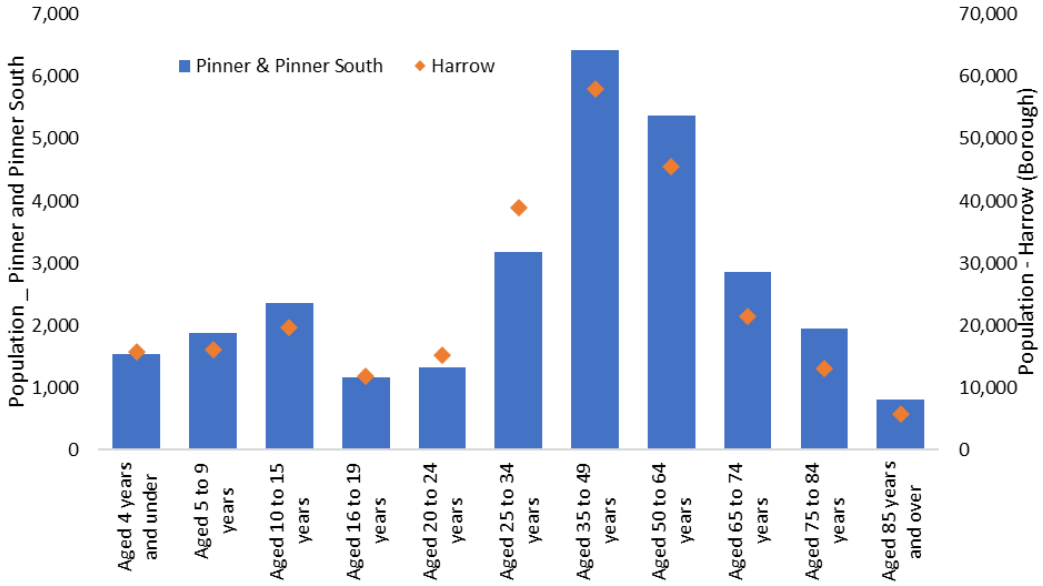
The population density of the individual wards is shown in the table above. The combined density across the two wards *is c.3,975.0 persons per square kilometre*.

Population by age-categories in the surrounding wards

The proportion of working-age population (16-64 years) in these wards is c.61% (17,485 residents), compared with c.65% in Harrow, and 63% across England.

15% 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%).

19% of the population is above 65 years of age compared to 15.4% in the borough of Harrow, and 18.4% in England.



Source: ONS; https://www.ons.gov.uk/census

Population by Ethnicity

Table 2: Ethnicity

	Pinner South Ward		Pinner Ward		London Borough of Harrow	
Ethnic group	Population	%	Population	%	Population	%
Asian, Asian British or Asian Welsh	7,378	46.9	5,097	38.8	118,152	45.2
Black, Black British, Black Welsh, Caribbean or African	557	3.5	701	5.3	19,151	7.3
Mixed or Multiple ethnic groups	594	3.8	568	4.3	9,833	3.8
White	6,342	40.3	6,099	46.4	95,233	36.5
Other ethnic group	869	5.5	669	5.1	18,836	7.2

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

Figure 3: ***Pinner Town Centre Catchment Illustration***

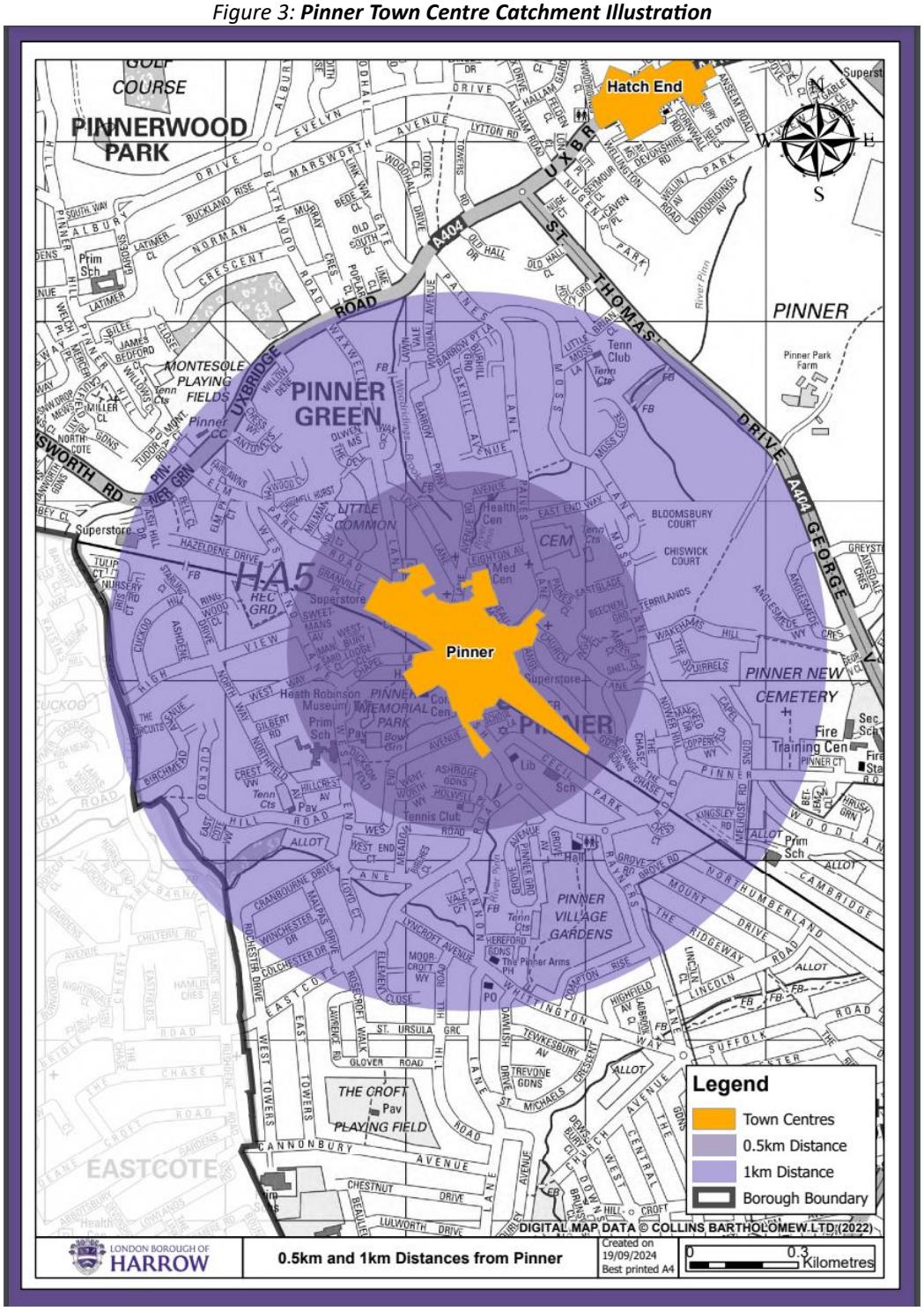


Table 3: ***Distance to Harrow and Nearest Town Centres***

Closest Centres	Distance in miles (kilometres)
Harrow	2.7 mi (4.3 km)
Hatch End	1.3 mi (2.0 km)
North Harrow	1.4 mi (2.3 km)
Rayners Lane	1.5 mi (2.4 km)

LONDON BOROUGH OF HARROW

3. Pinner District Centre Catchment Insights

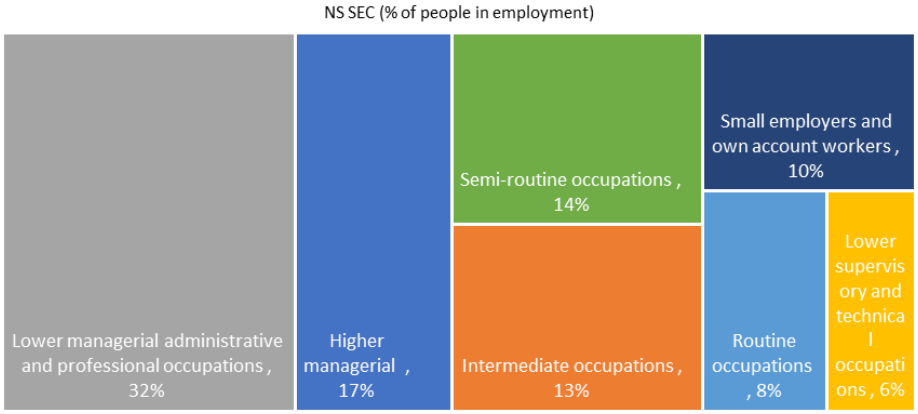
We have used Acorn segmentation to analyse the customer information for c. 8,636 households which are located within a 20-minute walking distance (approximately 1.0 mile) from the district centre.

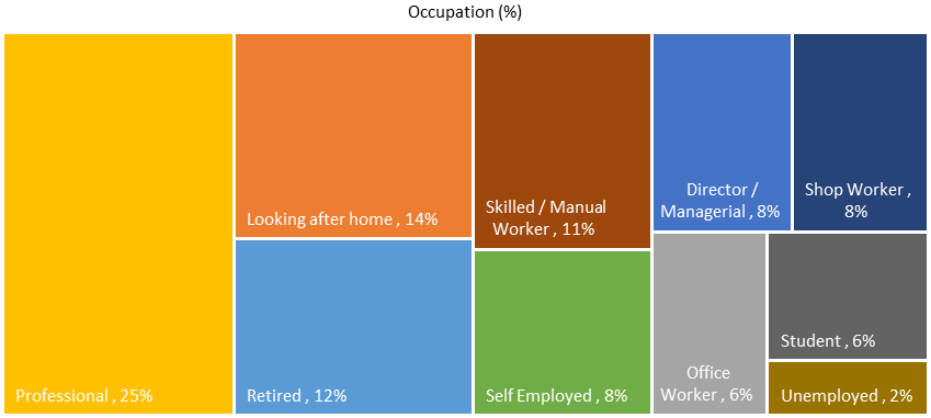
The Top 5 customer segments represented in this catchment area are described below.

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

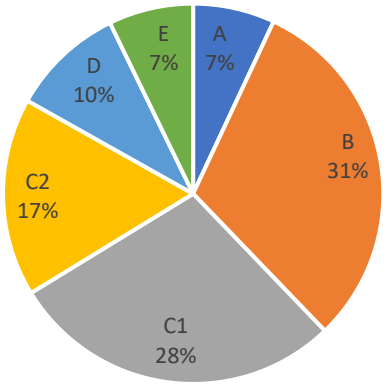
Acorn Category	% Households in the catchment	Acorn Definition	Acorn Category as UK percentage
Affluent Achievers	58%	These are some of the most financially successful people in the UK. They live in affluent, high-status areas of the country. They are healthy, wealthy and confident consumers.	22.5 %
Rising Prosperity	21%	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%	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%
Comfortable Communities	7%	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	3%	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**

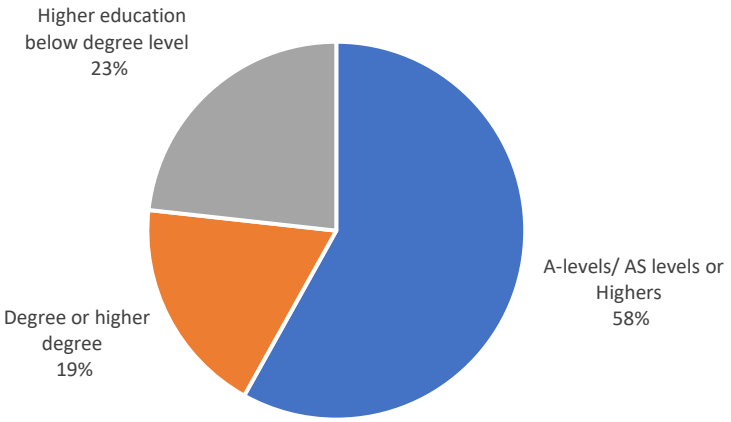




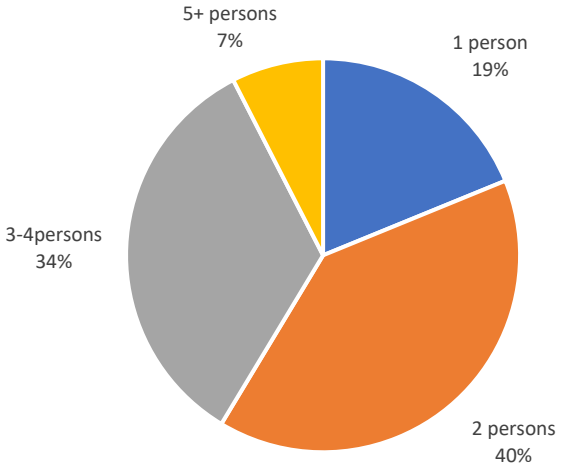
Social Grade



Highest Level of Qualifications (Adults)



Household Size



Household Annual Income

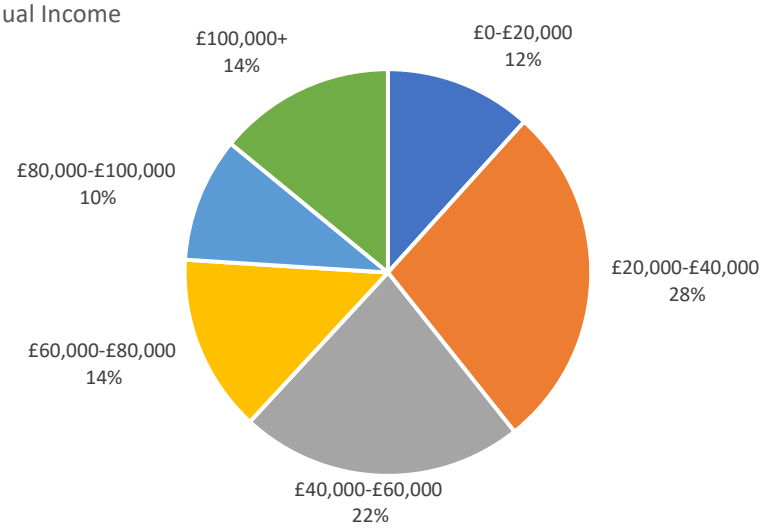
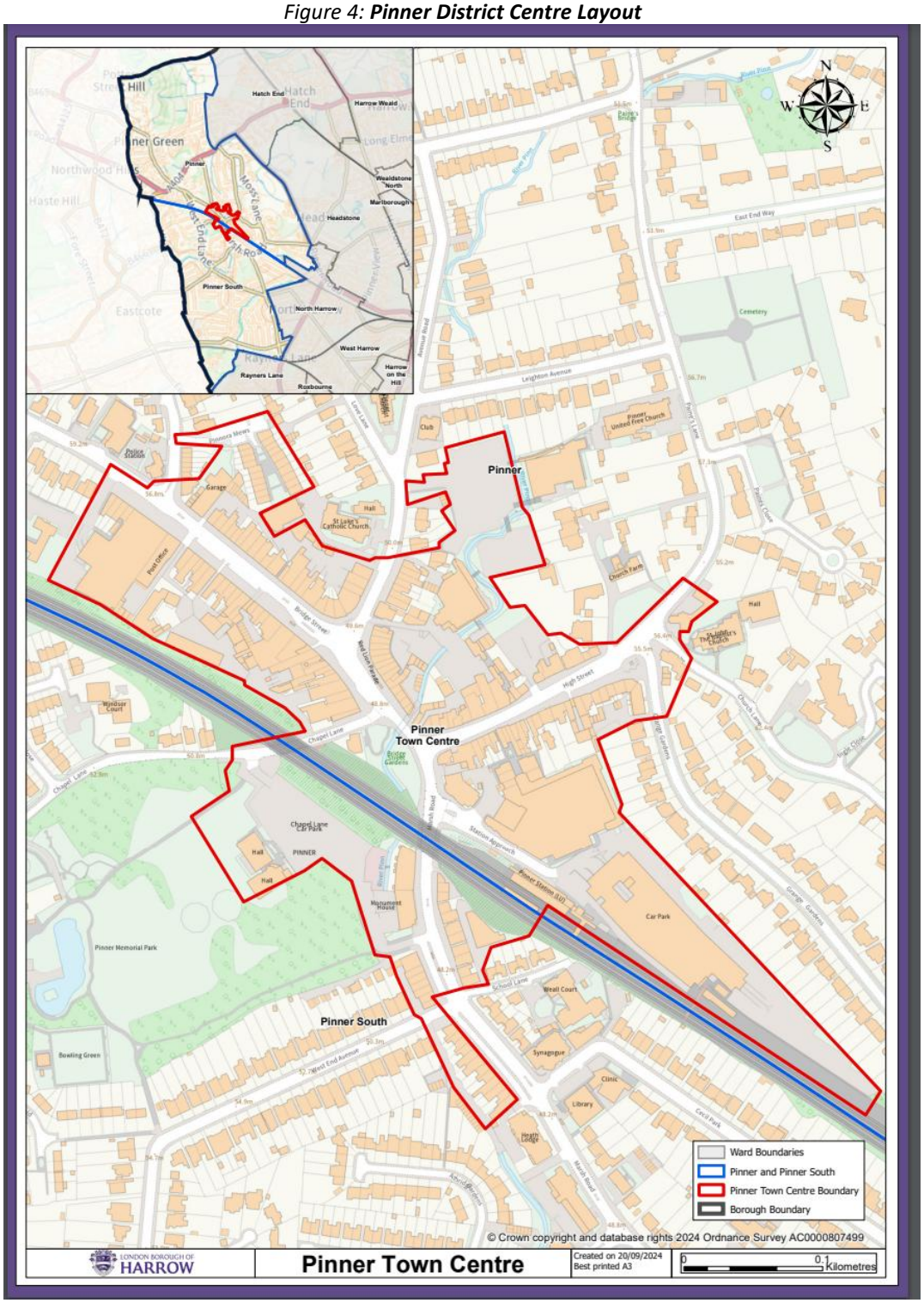


Figure 4: ***Pinner District Centre Layout***



LONDON BOROUGH OF HARROW

4. Composition of Retail Units and Floor Space

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

Pinner[2]	Units		Floorspace	
	No.	%	sq.m	%
A1 Retail	98	58.33%	17,758	64.83%
A2 Non-Retail	22	13.10%	2,571	9.39%
A3 Non-Retail	23	13.69%	3,114	11.37%
A4 Non-Retail	3	1.79%	660	2.41%
A5 Non-Retail	5	2.98%	502	1.83%
SG Non-Retail	5	2.98%	322	1.18%
B1 Non-Retail	3	1.79%	225	0.82%
Other	9	5.36%	2,241	8.18%
Total	168	100.00%	27,393	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	2
Supermarket	3
Butchers	1
Grocers	2
Sandwich shop	1
Health & Personal	
Hairdresser	7
Beauty Salon	6
Opticians/audiologists	6
Chemist	4
Health Shop	2
Gym	1
Dental practice	4
Chiropodist	1
Barbers	6

Type of Business	No of Units
Newsagent	1
Post office	1
Financial, Professional & Prosperity	
Banks & building societies	1
Estate Agents	11
Solicitors	2
Accountants	2
Financial Services	1
Restaurant/Take Aways/Pubs	
Restaurant	13
Take Away	5
Public House	3
Coffee Shop	5
Café	6
Dessert lounge	1
Milkshake/Juice bars	1
Services	
Dry cleaners/clothes repair	4
Travel Agents	2
Launderette	1

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

House			**Community**	
Carpets	1		Police	1
Bathrooms/kitchens	2		Health centre	2
			Vacant	8
Miscellaneous & Specialist			**Miscellaneous & Specialist**	
Charity Shop	6		Off-licence	1
Cards/Gift Shop	1		Furnishings	2
Laser Treatment Clinic	1		Photo shop	1
Hair and beauty	6		Beer shop	1
Education	2		Nail salon	1
Office	2		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
Private club	1		Wallpaper/Curtains	1

5. Retail and office rents

Pinner District Centre and areas in the vicinity offer a variety of unit sizes for retail and office use. Popular high street locations include Bridge Road, High Street, Love Lane, and Marsh Road.

- The estimated rent for retail shops varies from **£ 28 to £49 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. 5,000 sq.ft.
- Estimated rent for unfurnished offices varies from **£ 24 to £45 per sq.ft. per year**, excluding VAT and deposit costs. Office units range in sizes from c.90 sq.ft. to c.500 sq.ft., subject to availability.
- The estimated rents for serviced offices would range from **£290 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 Pinner District Centre*.

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/pinner/
https://www.rightmove.co.uk/commercial-property-to-let/Pinner.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***

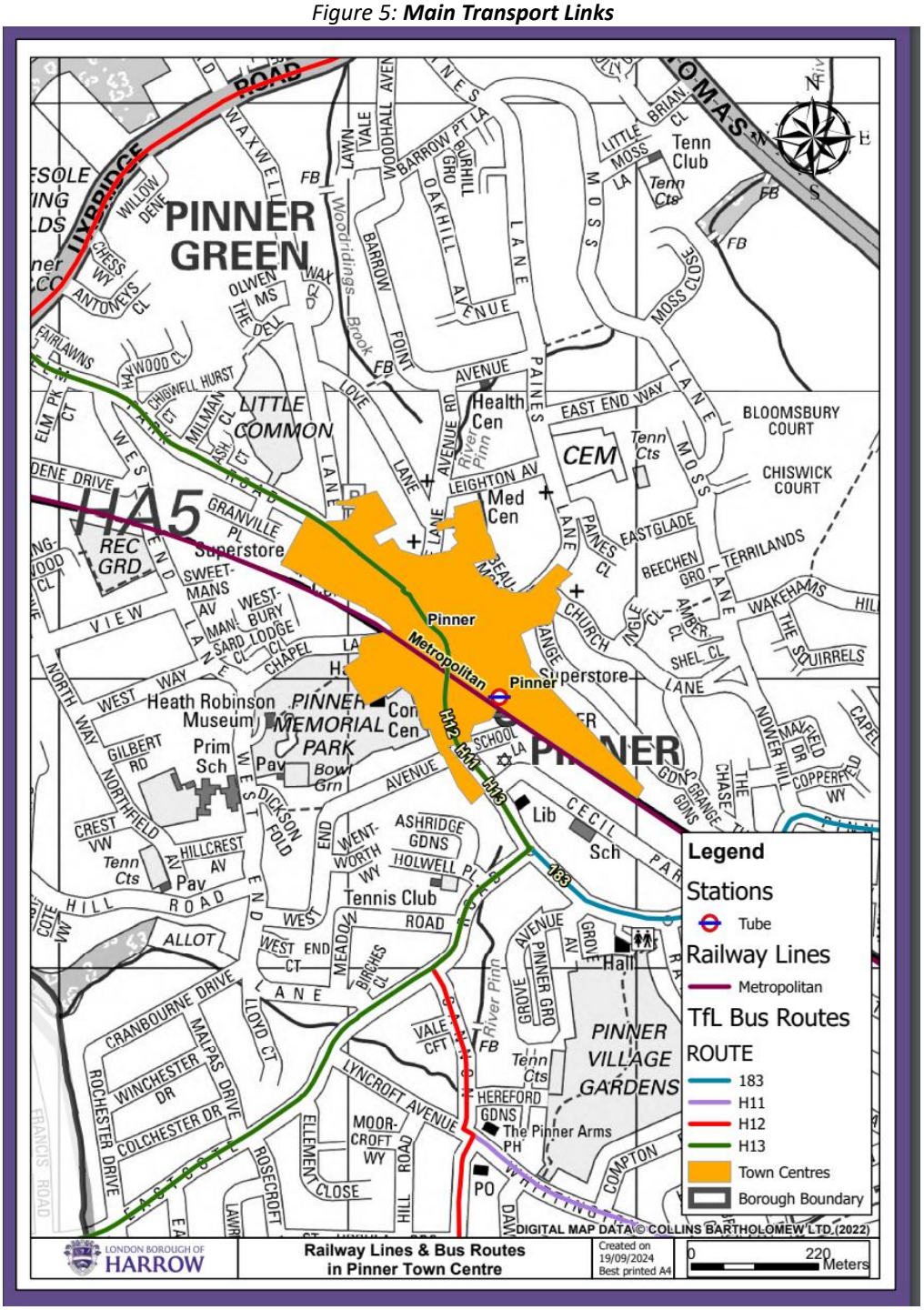


Table 6: ***Buses and train connectivity***

Bus number/Train	Destination
183	From: Pinner Station To: Golders Green
H11	From: Mount Vernon Hospital To: Harrow Bus Station
H12	From: South Harrow Bus Station To: Stanmore Station
H13	From: Ruislip Lido To: St Vincent's Nursing Home
Metropolitan Line	Pinner station on the Amersham/Chesham/Watford line

Source: TfL

Pinner station is situated on the West-bound Metropolitan Line to Amersham/Chesham and Watford. The Metropolitan Line provides easy access to central London - Baker Street and King's Cross. The estimated travel time from Pinner Station to Baker Street Station is approximately 30min., and 32min. to Kings Cross St. Pancras.

Passenger footfall data at Pinner Station[3]

The Graphs below illustrate the variation in entry taps on weekends at Pinner 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.

Figure 6: Entry taps during weekends (monthly total)

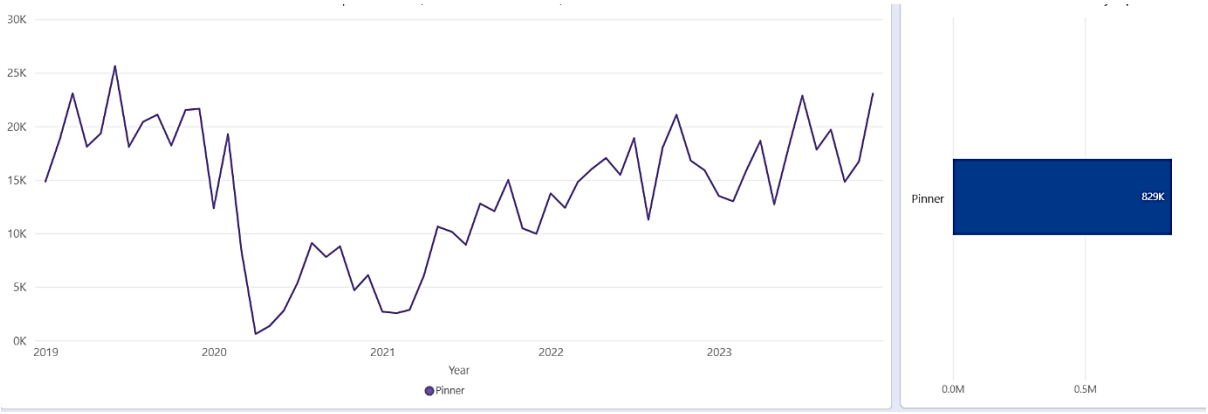
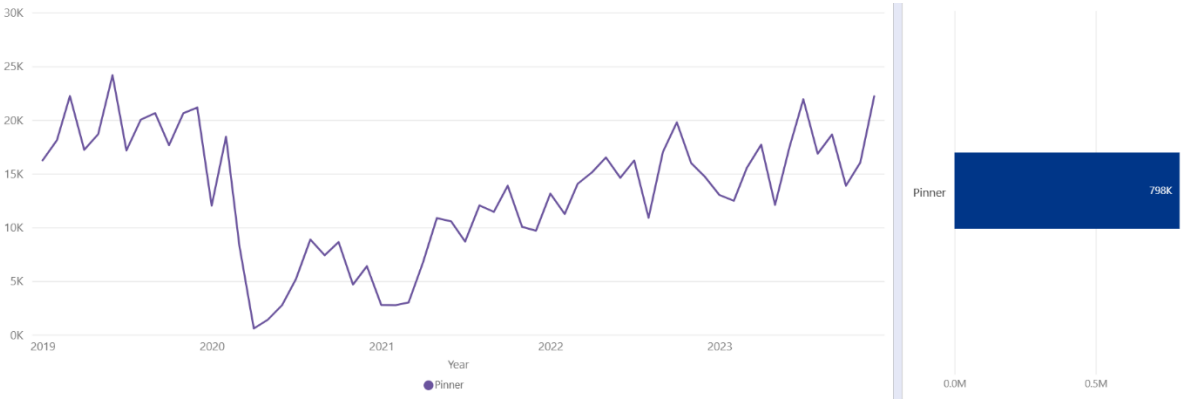


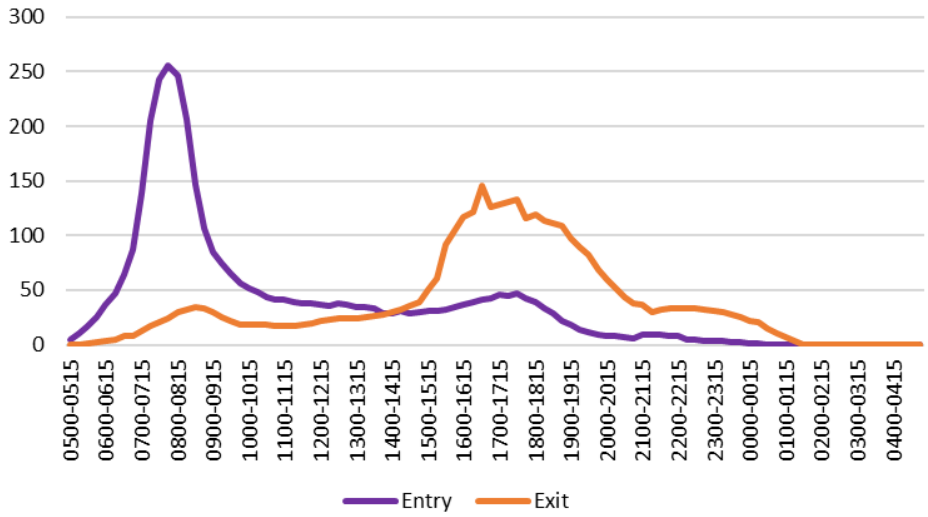
Figure 7: Exit taps during weekends (monthly total)



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

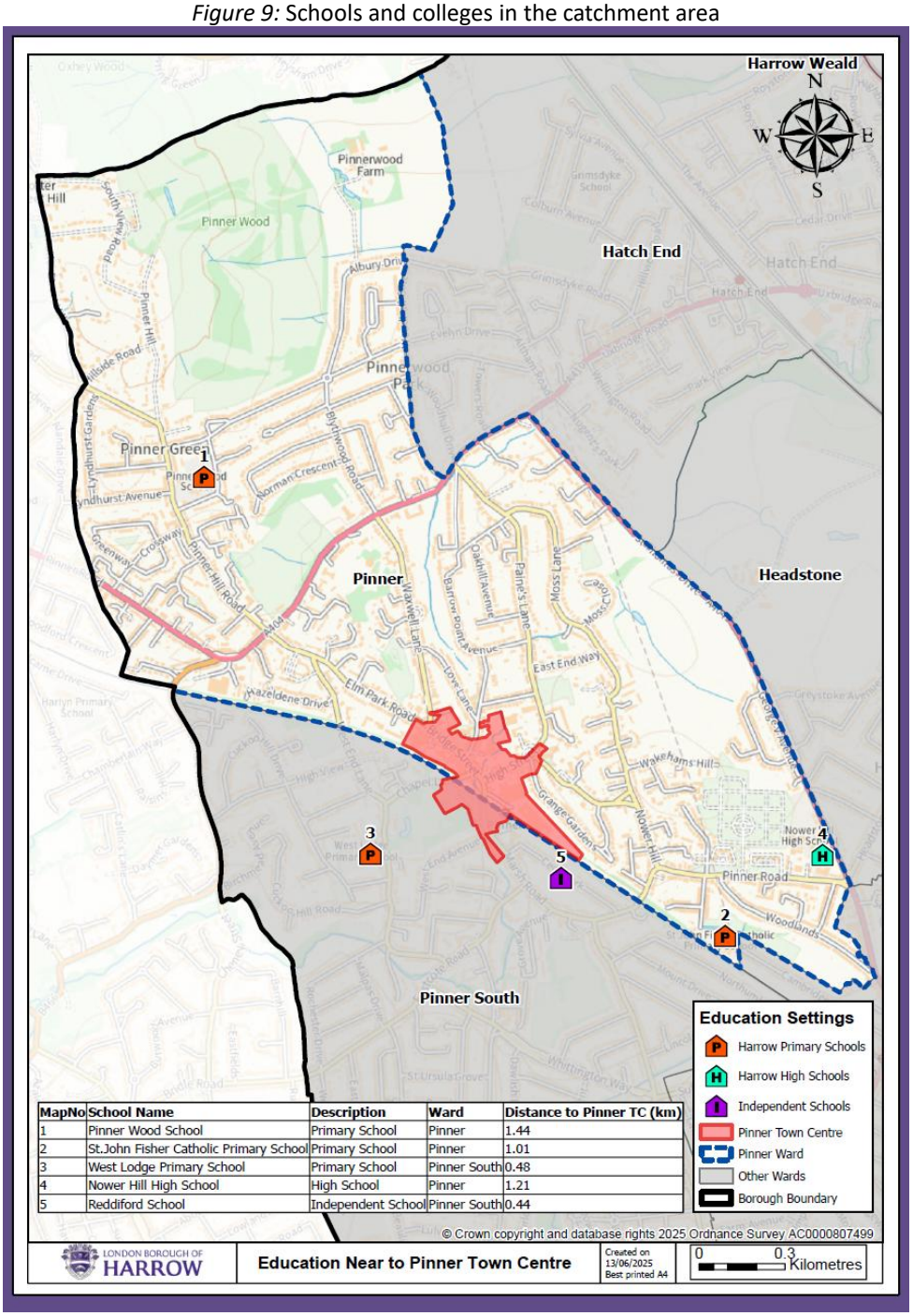
The dataset below represents the travel demand on typical autumn weekdays - Monday, Tuesday to Thursday, Friday, Saturday and Sunday. Data covers every 15-minute period throughout the traffic day and assumes a perfect train schedule being operated.

Figure 8: Footfall from Pinner Station (FullWeek-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 Pinner TC (km)
1	Pinner Wood School	Primary School	Pinner	1.44
2	St.John Fisher Catholic Primary School	Primary School	Pinner	1.01
3	West Lodge Primary School	Primary School	Pinner South	0.48
4	Nower Hill High School	High School	Pinner	1.21
5	Reddiford School	Independent School	Pinner South	0.44

Name of the institution	Number of pupils enrolled in 2024-25[4]
Pinner Wood School	670
St. John Fisher Catholic Primary School	624
West Lodge Primary School	640
Nower Hill High School	2023
Reddiford School	221
Total	4178

[4] **Source:** https://explore-education-statistics.service.gov.uk/data-tables/local-authority-school-places-scorecards

9. Pinner District Centre Streetscape

View of the parade along Marsh Road

Office premises on Marsh Road

Entrance to Pinner Station

View of shopping parade on High Street

STARBUCKS COFFEE
M&S FOODHALL

LUKE ORMSBY HAIR
020 3538 2050
LETTING AGREED

View of shopfronts on Love Lane

View of shopfronts on Bridge Street

Shopping parade on Bridge Street

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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	
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. Pinner Traders Association

Formerly known as Pinner Business Club, the Pinner Business Hub has been an active and influential part of the local community since 1980. With a long-standing history of supporting, connecting, and promoting Pinner's businesses, the Hub serves as a key voice for the local business community.

The group is led by a dedicated volunteer committee made up of local business owners, with Pinner Ward Councillor Norman Stevenson acting as Harrow Council liaison to support members with any council-related matters.

One of the group's highlights includes the successful Midsummer D'Light event, held on Bridge Street, which featured live music, market stalls, and family-friendly entertainment, helping to bring the community together and drive footfall to the area.

The Pinner Business Hub continues to work towards fostering a strong, collaborative business environment through:

- Representing the interests of local businesses with the council, police, and support agencies
- Creating promotional opportunities, including through social media
- Building relationships among businesses to benefit the wider community
- Encouraging local residents and visitors to shop, eat, drink, and do business in Pinner

Whether you're a long-established business or just starting out in Pinner, you are welcome to join and take part in strengthening the town's vibrant commercial landscape.

For more information or to join, please contact the Chair, Sharon Pink, at sharon@screenidol.co.uk.

12. Appendix: Description of relevant planning Use Categories

Table 7: Summary of use reclassification after 1 September 2020[5]

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.

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