

Kenton District Centre

Inward Investment Profile



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Front cover

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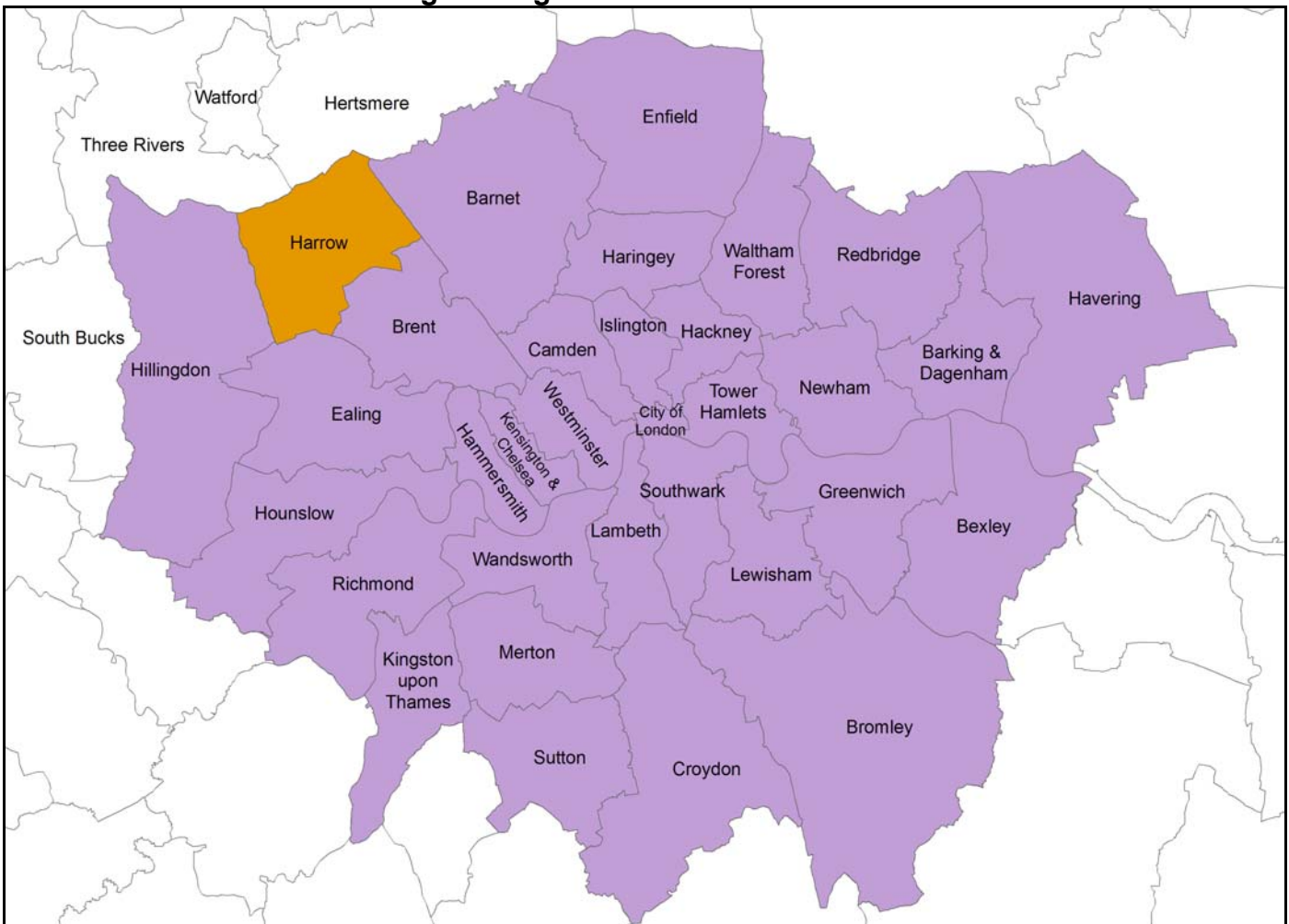
1. Kenton District Centre – Introduction

Kenton has been classified in the London Plan as a district centre. It is a linear centre situated on either side of Kenton Road (the A4006). The centre is situated in the south-east of the Borough immediately adjacent to the LB Brent. The retail units to the north of Kenton Road are located in the London Borough of Harrow and the retail units to the south of Kenton Road are located in London Borough of Brent.

Kenton's key roles include:

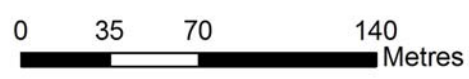
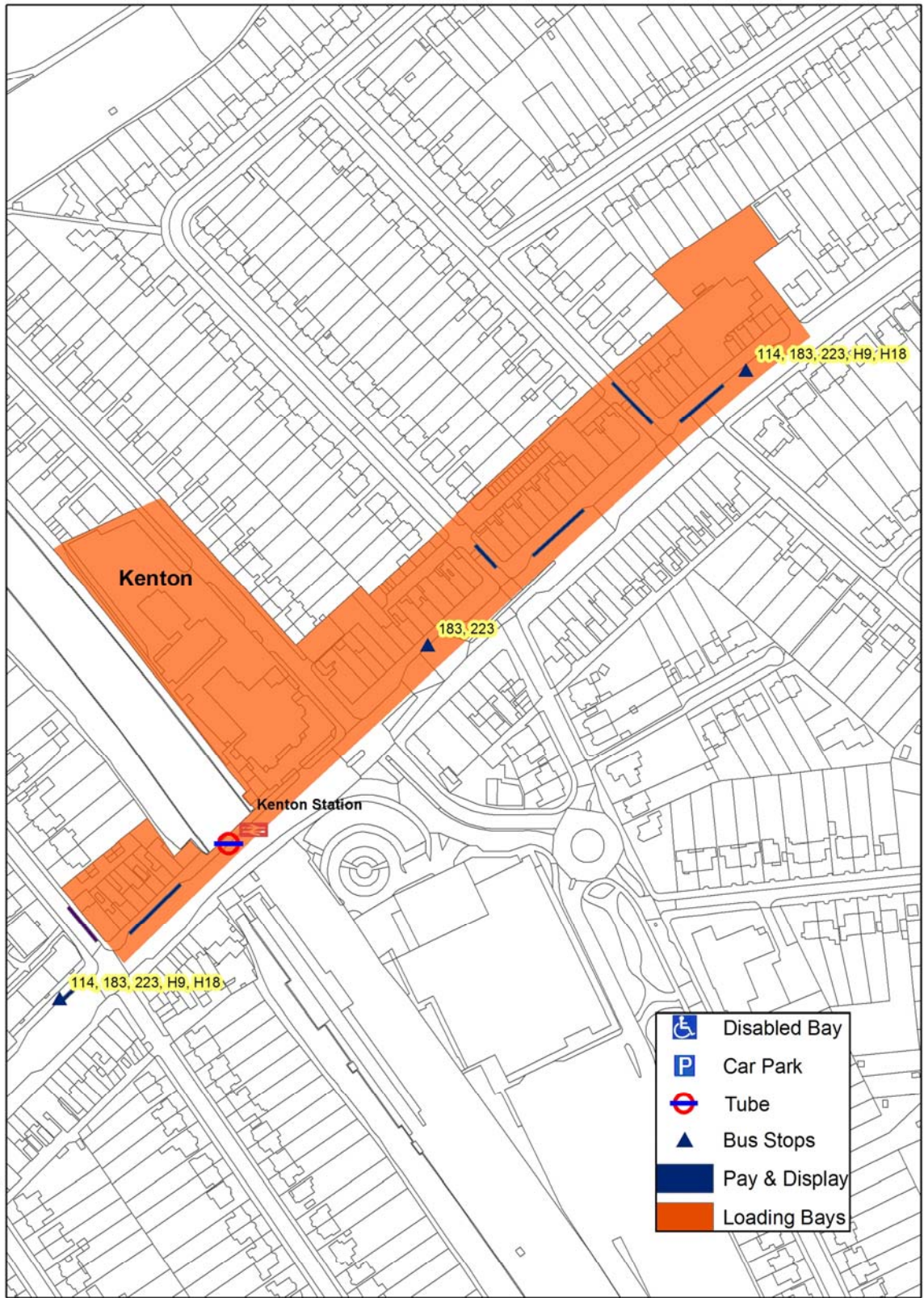
- convenience shopping – predominately provision is provided by small independent traders specialising in ethnic foods, although a Sainsbury's food store is also present
- lower order comparison shopping - a basic range of comparison shops primarily serving lower order shopping needs with no national multiples in this sector
- services – predominantly takeaways, estate agents and hairdressers/beauty parlours
- entertainment – two public houses

2. Harrow and Surrounding Boroughs



Map of Kenton showing Bus Stops, Parking & Loading Bays

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3. Retail Composition

| Type of Business | No of Units |
|---------------------------------------|-------------|
| Comparison Shopping | |
| Cards and Gifts | 1 |
| Clocks & Watches | 1 |
| Clothing | 1 |
| Charity Shop | 3 |
| Finance | |
| Banks & Building Societies | 2 |
| Mortgage & Finance Broker | 1 |
| Food etc | |
| Grocers & Delicatessen | 5 |
| Supermarket | 1 |
| Sweets | 2 |
| Health & Personal | |
| Chemist | 1 |
| Chiropodist | 1 |
| Dentist | 1 |
| Hair & Beauty | 7 |
| Opticians | 1 |
| Physiotherapy | 1 |
| Tattoo | 1 |
| Hotel | 1 |
| House | |
| Bathrooms & Kitchens | 1 |
| DIY | 1 |
| Electrical incl Lighting | 1 |
| Furniture incl Beds | 4 |
| Plumbers | 1 |
| TV & Repairs | 1 |
| Miscellaneous & Specialist | |
| Car & Motorcycle Accessories | 4 |
| Funeral Directors | 1 |
| Photographic | 1 |
| Print & Design | 1 |
| Sign Shop | 2 |
| Newsagent | 1 |
| Post office | 1 |

| Type of Business | No of Units |
|------------------------------------|-------------|
| Professional & Property | |
| Architects | 1 |
| Accountants | 2 |
| Estate Agents | 9 |
| Insurance | 1 |
| Property Management | 1 |
| Solicitors | 1 |
| Restaurant/Take Aways/Pubs | |
| Take-away/Restaurant | 14 |
| Public House | 2 |
| Services | |
| Betting Shop | 1 |
| Dry Cleaners | 2 |
| Taxi/Mini Cab | 1 |
| Travel Agents | 2 |
| Vets | 1 |

Source: Harrow Council June 2013

4. Available Property

Rents for a standard retail unit in Kenton are between **£16 and £28 per square foot** depending on exact location.

Source: VOA web site

Available Property

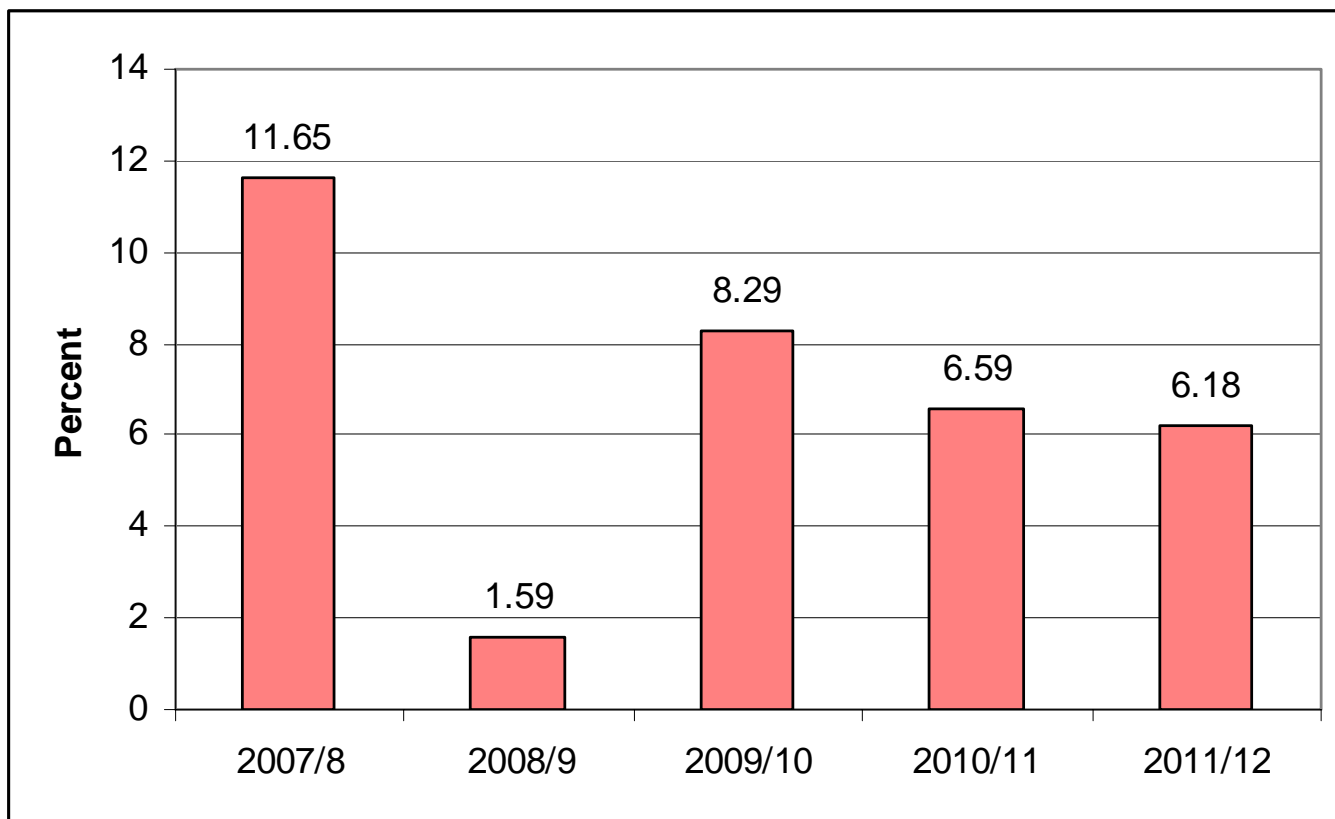
| Address | Description | Rent | Contact |
|-----------------------------|---|--|--------------|
| 398 Kenton Road, HA3 9DW | Leasehold shop premises. A prominent corner lock up shop approx 816 sq.ft. set behind a service road. | New lease. Rental £15,000 per annum exclusive. | David Wilson |

Local Estate Agents

The table lists a number of local estate agents in the area.

| Company and Address | Telephone | Email and/or web site |
|---|--|--|
| David Wilson 29-31 High Street, Harrow-on-the-Hill, HA1 3HT | Tel: 0208 423 5933 | david@davidwilsonproperty.com www.davidwilsonproperty.com |
| Ferrari Dewe Ferrari House, 102 College Road, Harrow HA1 1ES | Tel: 020 8427 4288 Fax: 020 8863 5466 | enquiries@ferraridewe.co.uk www.ferraridewe.co.uk |
| David Charles 29 High Street Kenton HA5 5PJ | Tel: 020 8866 0001 Fax: 020 8868 2600 | propertyconsultants@davidcharles.co.uk www.davidcharles.co.uk |
| VDBM 30A Green Lane Northwood Middlesex HA6 2QB | Tel: 01923 845222 Fax: 01923 832142 | property@vdbm.co.uk www.vdbm.co.uk/ |
| Andrew Pearce 55 Bridge Street Kenton Middlesex HA5 3JR | Tel: 020 8868 2424 | http://www.andrew-pearce.co.uk/ |
| Chamberlain Commercial Evans House, 107 Marsh Rd, Kenton, Middlesex, HA5 5PA | Tel: 020 8429 6899 | www.chamberlaincommercial.com/ info@chamberlaincommercial.com |

Vacancy Rate – Proportion of Vacant Retail Frontage (2007 to 2012)



Source: Harrow Council

5. 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 either Harrow or Brent Council

Harrow Council - Business Rates

Tel: 020 8901 2610

www.harrow.gov.uk/businessrates

Brent Council – Business Rates

Tel: 020 8937 1525

<http://www.brent.gov.uk/business/business-rates/>

6. Planning

HARROW SIDE

Primary Frontage

There is no designated Primary Frontage in Kenton.

Secondary Frontage

136-204 Kenton Road

Policy DM 37

Secondary and Designated Shopping Frontages

A. Within the secondary shopping frontages of district centres and the designated frontages of local centres, as defined on the Harrow Policies Map, the use of ground floor premises for purposes that are appropriate to a town centre and primarily for visiting members of the public will be permitted provided that:

- a. in the case of local centres, the length of designated frontage in non-retail use at street level in the centre (including any extant planning permissions) would not exceed 50% unless it can be demonstrated that the proposed use would make a significant contribution to the centre's vitality and viability or Policy DM39: *Vacant Shops in Town Centres* applies;
- b. in the case of district centres, the length of secondary frontage in non-retail use at street level in the centre (including any extant planning permissions) would not exceed 50% unless it could be demonstrated that the proposed use would make a significant contribution to the centre's vitality and viability or Policy DM39: *Vacant Shops in Town Centres* applies;
- c. in the case of uses that would not create an active frontage, a window display or other frontage appropriate to the centre would be provided; and
- d. the use would not be detrimental to the amenity of neighbouring occupiers (see Policy DM1) or highway safety.

B. The Council will give consideration to the provision of community facilities within secondary frontages where it can be demonstrated that these will be open to visiting members of the public and would support the vitality and viability of the centre (for example, by encouraging linked trips to other shops and services within the centre), and subject to criterion (d) above.

If you are interested in a property but need to check on its planning status, please contact Harrow Council's Planning Policy Team on 020 8736 6082.

BRENT COUNCIL SIDE

KENTON

Primary Frontage: Kenton Road 177-235

Secondary Frontage: Kenton Road 85-137

Off-Street Shopping Frontage: Nash Way Sainsburys

For further information, contact Brent Council:

Planning general enquiries

020 8937 5210

padsupport@brent.gov.uk

Planning strategy

020 8937 5230

planningstrategy@brent.gov.uk

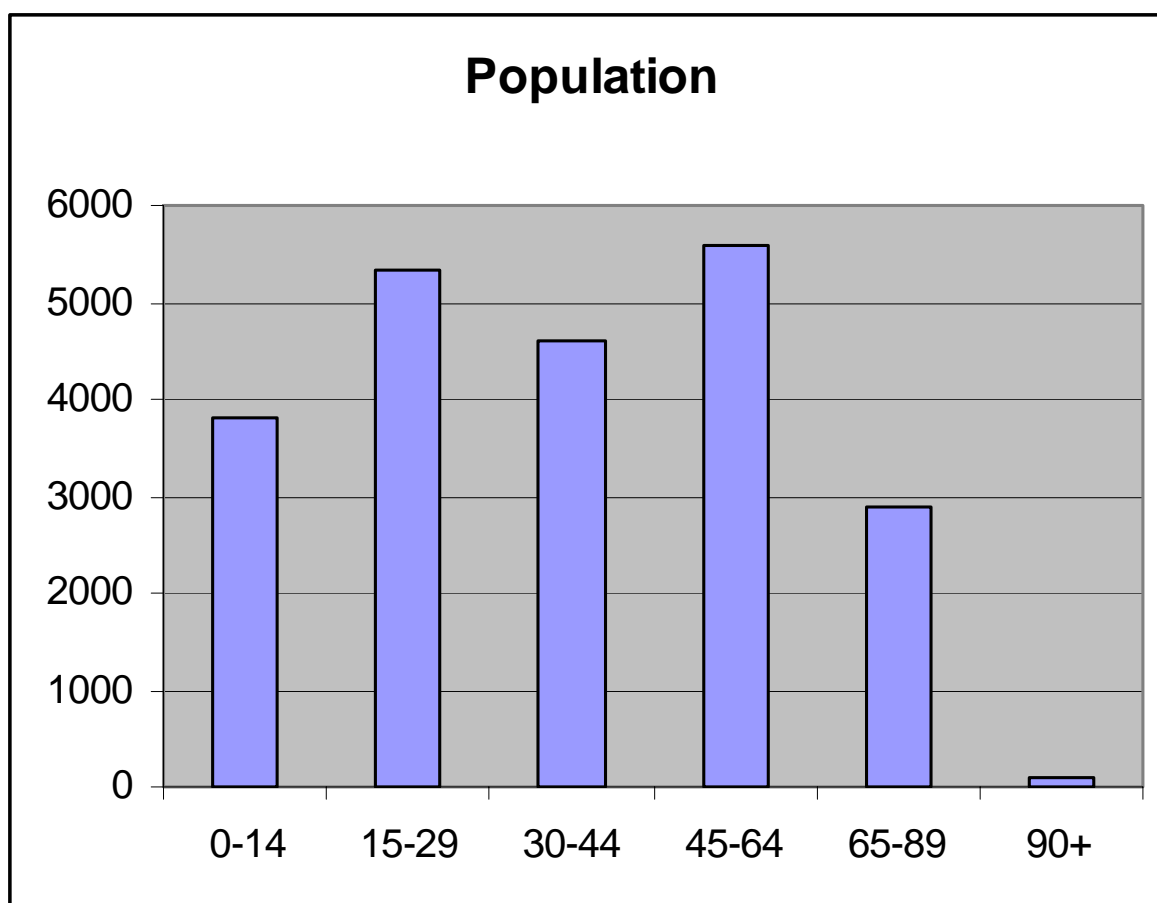
7. Population and Catchment Area

A total of just over 22,300 people live in the 2 wards of Kenton East and Kenton West.

Within 500 metres of Kenton, 58% of households are classified as within Harrow Segment F. Within 1 kilometre, 65% of households are made up of Harrow Segment F. This falls to 58% by 1500 metres. (see **Appendix A** for explanation of Harrow Segments and further information).

Population by Age in Kenton Area (Kenton East & Kenton West wards)

| Age Group | Population |
|--------------|--------------|
| 0-14 | 3796 |
| 15-29 | 5343 |
| 30-44 | 4613 |
| 45-64 | 5583 |
| 65-89 | 2877 |
| 90+ | 99 |
| Total | 22311 |

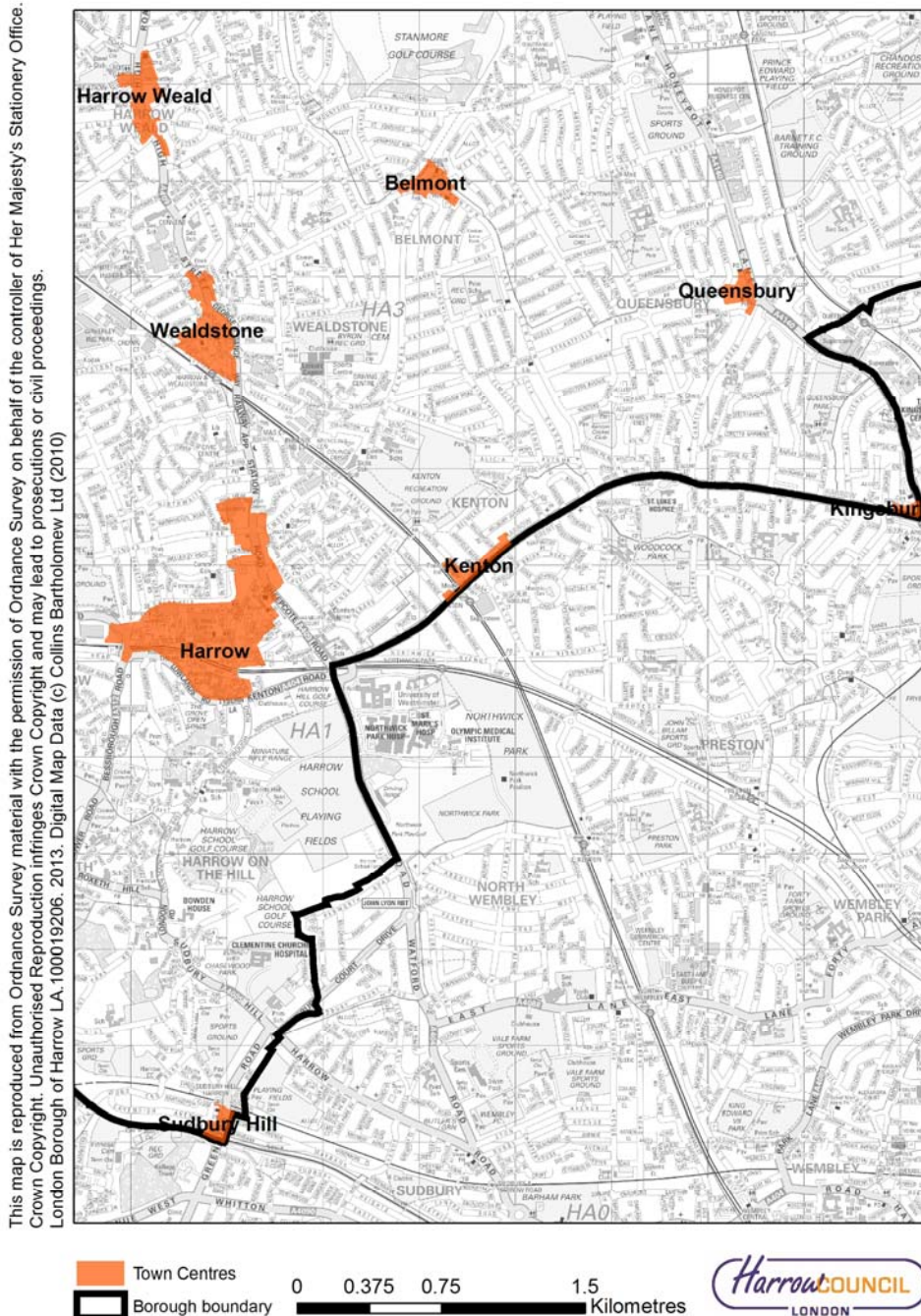


Source: 2011 Census Table KS102EW ONS © Crown Copyright 2012

Map of Kenton with Distance to Harrow and Nearest Town Centres

| Closest Centres | Distance miles (km) |
|-----------------|---------------------|
| Harrow | 1.0 (1.6) |
| Wealdstone | 1.1 (1.8) |
| Belmont | 1.3 (2.1) |
| Queensbury | 1.3 (2.1) |

Map of Kenton with nearest other District and Local Centres



8. Public Transport

Bus Routes

7 bus routes serve Kenton District Centre - 114 183 223 H10 H18 H9 H19

114: FROM Mill Hill Broadway Station TO Ruislip Station

183: FROM Golders Green Station TO Pinner Station / Bridge Street

223: FROM Harrow Bus Station TO Wembley Central Station

H10: FROM Harrow Bus Station TO Harrow Bus Station VIA South Harrow, Rayners Lane, North Harrow, Harrow & Wealdstone, Harrow Leisure Centre, Northwick Park

H18: FROM Harrow Bus Station TO Harrow Bus Station VIA North Harrow, Headstone Lane,

H9: FROM Harrow Bus Station TO Harrow Bus Station VIA Harrow Weald, Belmont Circle, Kenton Library, Northwick Park

H19: FROM Harrow Bus Station TO Harrow Bus Station VIA Harrow Central Police Station, Northwick Park, Kenton Station, Belmont Circle, Harrow Weald, Headstone Lane, North Harrow, St Georges Centre

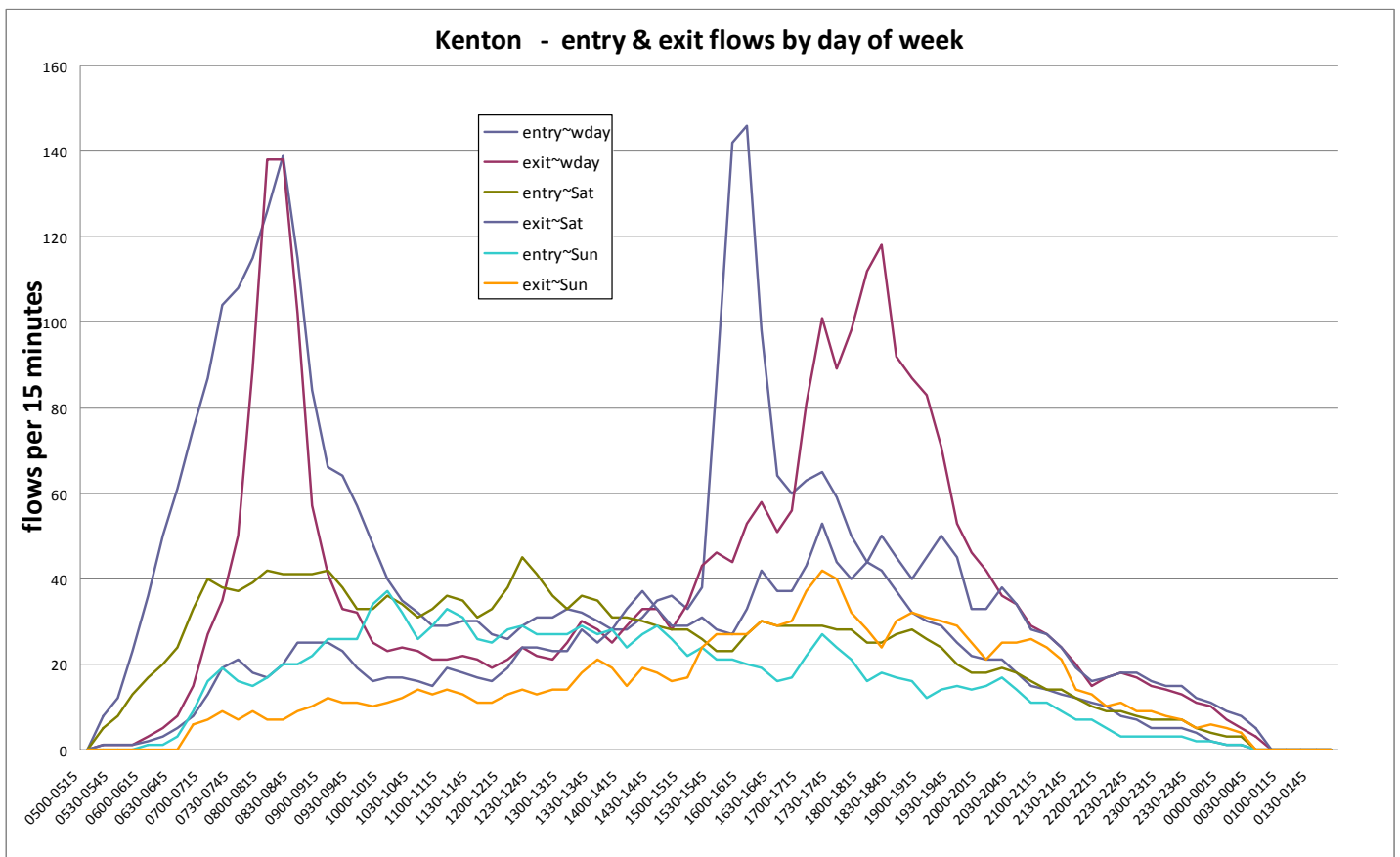
Kenton Tube Station: Pedestrian Entries and Exits

Around a total of 3300 people enter the tube station on a weekday.

Around a total of 3000 people exit the tube station on a weekday.

During the week, the **peak time** for people

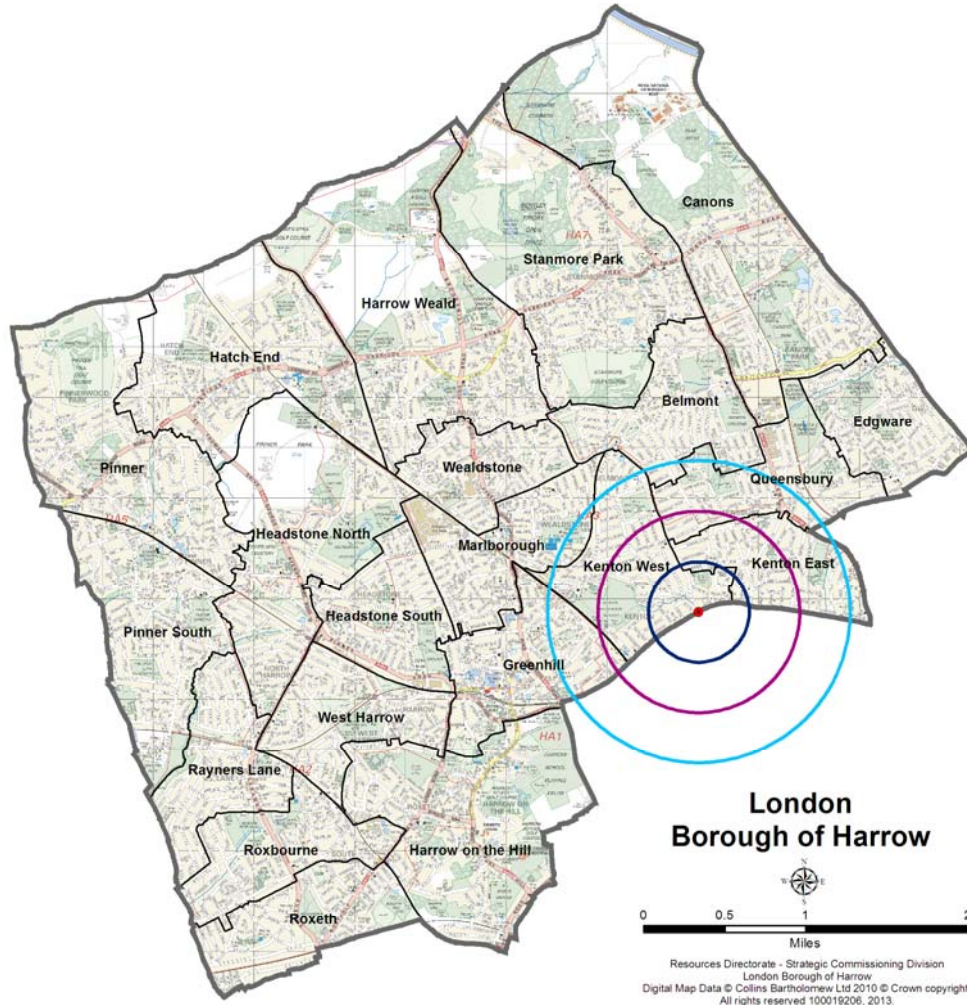
- **entering** Kenton Tube station is between **8.15 and 8.30 am**
- **exiting** Kenton Tube station is between **6.15 and 6.30 pm**



Source: Transport for London

Borough of Harrow Kenton Customer Profile

500m, 1000m and 1500m buffering around Kenton Road & Kenton Lane



Produced by:

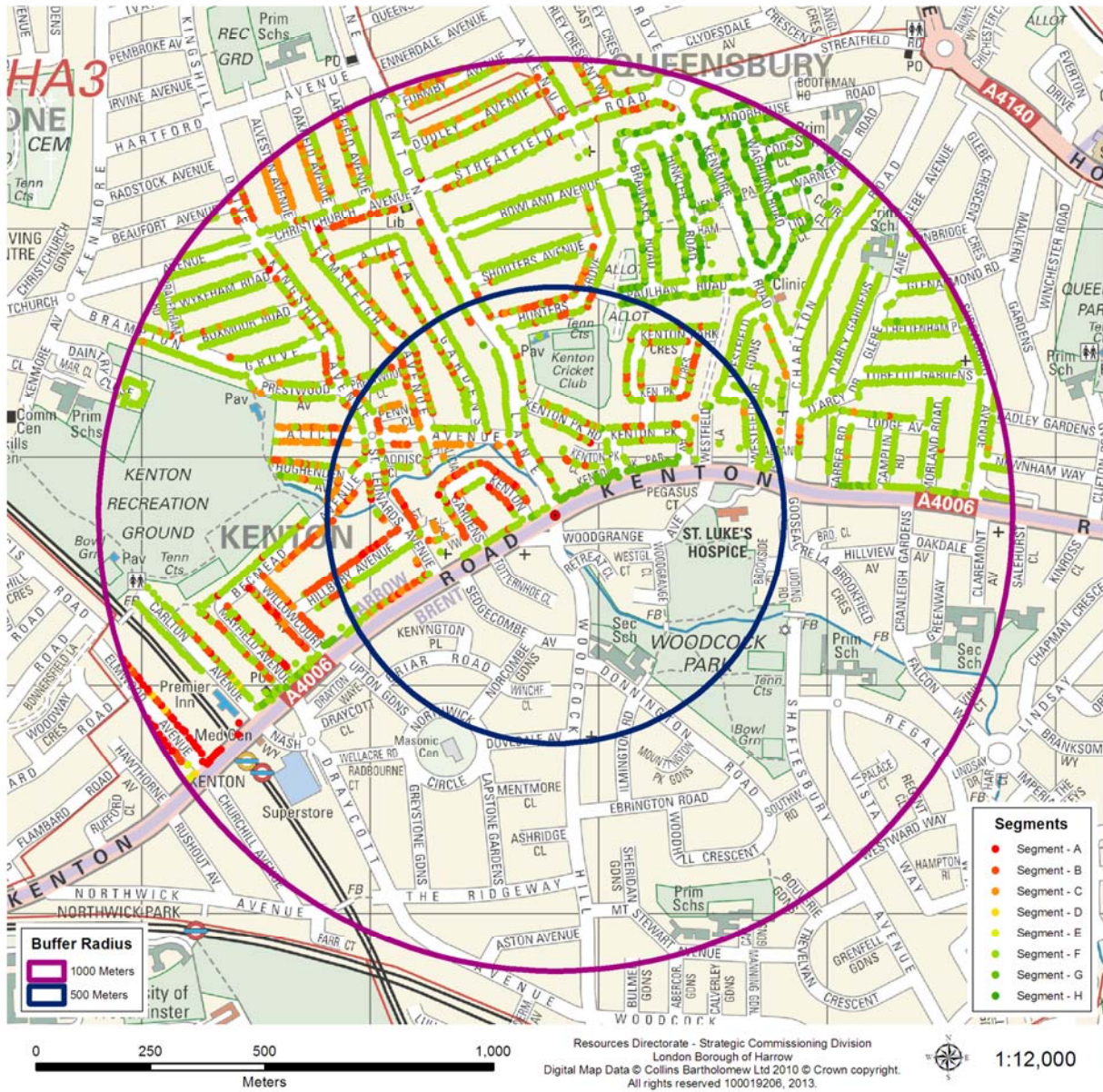
Harrow Council - Chief Executive: Corporate Performance



Kenton

Customer Profiles around Kenton Road and Kenton Lane

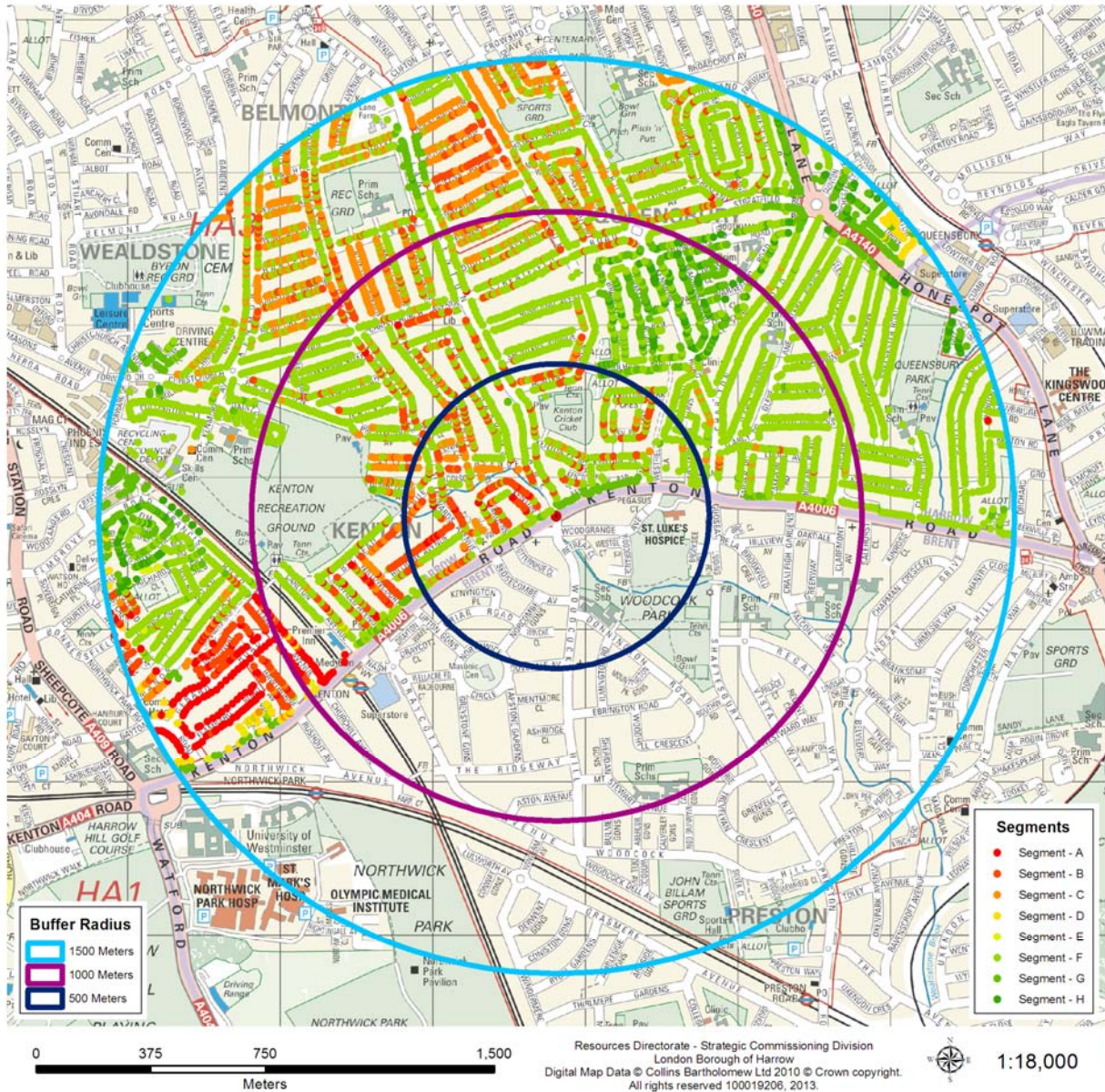
Source: Harrow Council: Experian, Customer Insight 2008



Kenton

Customer Profiles around Kenton Road and Kenton Lane

Source: Harrow Council: Experian, Customer Insight 2008



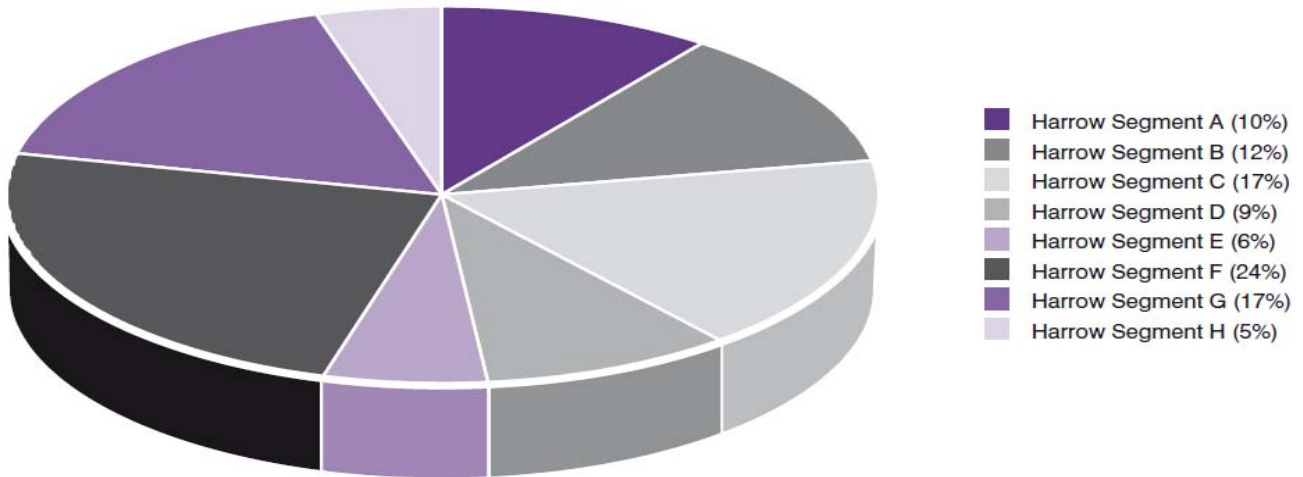
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Harrow Customer Insight - Experian Customer Segments

Harrow Experian Customer Insight Segments¹ are a snapshot of 2008 Harrow households to which we have added some local council, crime victim, health usage information & national Experian market data. Harrow has been segmented into 8 groups of customer behaviours to assist and support service planning & location and targeted communication strategies.

Harrow's households by Segment, 2008

Source: Experian



- The map of the Kenton area shows for the 500m area that **Segment F** makes just over half (58%) of the customers that reside in that area (on the Harrow side). Segment F additionally comprises the largest segment in the 1,000 (65%) and 1,500m (58%) areas.
- The tables below display the main customer characteristics and preferred communication channels of the locality. More detailed information on the segments can be provided if requested from the Corporate Performance Team: Management Information Development.

Experian Customer Insight²: 912 households are within 500 metres of Kenton Road and Kenton Lane junction, 78% of Harrow households are made up of 2 of the bespoke Harrow Customer Segments.

| <p style="text-align: center;">Kenton Segment F-58% Borough Segment F-24%</p> | <p style="text-align: center;">Kenton Segment B-20% Borough Segment B-12%</p> |
|--|---|
| <p>Suburban large families on moderate income</p> <ul style="list-style-type: none"> • Families with children • Suburban, semis or terraces • Asian background • Middle income • Multi-person households • Period of unemployment • Relative higher benefit take up • Non smokers & non drinkers • Pay by cash • Higher fear of crime but relative low victims of crime rates | <p style="text-align: center;">Financially secure older couples</p> <ul style="list-style-type: none"> • Older married couples, some retired • Grown up children, non-dependent • Large detached or semis • 2 car households • Good salaries • Directors and managers • Good health • Low crime, low fear of crime |
| <ul style="list-style-type: none"> • Receptive to accessing information over the telephone and via mobile texts • Prefer to gain some information face to face • Prefer to gain some information from local newspapers | <ul style="list-style-type: none"> • High propensity to use internet for services • Receptive to accessing information and services over the telephone • Tend to be unreceptive to gaining information face to face • Tend not to use local newspapers for information |

(Please note the number of households is at 2008 so will exclude new developments in the area)

² Harrow Experian Customer Insight Segments © Experian Ltd – are a snapshot of 2008 households to which we have added some local council, crime victim, health usage information & national Experian market data. Harrow has been segmented into 8 groups of customer behaviours to assist and support service planning & location and targeted communication strategies.

Experian Customer Insight³: 4,177 households are within 1,000 metres of Kenton Road and Kenton Lane junction; 86% of Harrow households are made up of 3 of the bespoke Harrow Customer Segments F,G and B.

10,142 Harrow households are within 1,500 metres of Kenton Road and Kenton Lane junction; over 80% of households are made up of 3 of the bespoke Harrow Customer Segments F,G and C.

| <p>1,000m Kenton Segment F-65% 1,500m Kenton Segment F-58%</p> <p>Borough Segment F-24%</p> | <p>1,000m Kenton Segment G-11% 1,500m Kenton Segment G-13%</p> <p>Borough Segment G-17%</p> | <p>1,000m Kenton Segment B-10% 1,500m Kenton Segment B -7.5%</p> <p>Borough Segment B-12%</p> | <p>1,000m Kenton Segment C-8% 1,500m Kenton Segment C-10.8%</p> <p>Borough Segment C-17%</p> |
|---|--|--|---|
| <ul style="list-style-type: none"> • Families with children • Suburban, semis or terraces • Asian background • Middle income • Multi-person households • Period of unemployment • Relative higher benefit take up • Non smokers & non drinkers • Pay by cash • Higher fear of crime but relative low victims of crime rates | <ul style="list-style-type: none"> • Urban areas • Singles, cohabiters, lone parents • Rented terraces or flats • Periods of unemployment • Diverse ethnicity • Relative higher benefit take up | <ul style="list-style-type: none"> • Older married couples, some retired • Grown up children, non-dependent • Large detached or semis • 2 car households • Good salaries • Directors and managers • Good health • Low crime, low fear of crime | <ul style="list-style-type: none"> • Middle aged families • Semi-detached with mortgage • School age children • Good incomes • Regular savings • Intermediate/lower professionals • Non smokers, low alcohol • Active lifestyles • Low levels of crime |
| <ul style="list-style-type: none"> • Receptive to accessing information over the telephone and via mobile texts • Prefer to gain some information face to face • Prefer to gain some information from local newspapers | <ul style="list-style-type: none"> • Like to use internet to gain information about services • Like to access information and services via mobile telephones • Tend to be unreceptive to gaining information face to face • Tend not to use local newspapers for information | <ul style="list-style-type: none"> • High propensity to use internet for services • Receptive to accessing information and services over the telephone • Tend to be unreceptive to gaining information face to face • Tend not to use local newspapers for information | <ul style="list-style-type: none"> ▪ High propensity internet use for information and services ▪ Less likely to use telephone ▪ Unreceptive to face to face communication ▪ Tend to gain information from local newspapers |

³ Harrow Experian Customer Insight Segments © 2010 Experian Ltd – are a snapshot of 2008 households to which we have added some local council, crime victim, health usage information & national Experian market data. Harrow has been segmented into 8 groups of customer behaviours to assist and support service planning & location and targeted communication strategies.