

17 December 2024

Planning and Building Control  
London Borough of Harrow  
Harrow Civic Centre  
Station Road  
Harrow  
Middlesex  
HA1 2XY

The Savills logo consists of the word "savills" in a lowercase, sans-serif font, colored red, set against a solid yellow rectangular background.

Dear Sir / Madam

**Representations to the Council's Draft Local Plan (Regulation 19) Consultation  
Harrow & Wealdstone Station Car Park, Ellen Webb Drive**

Thank you for providing us with the opportunity to engage with the consultation on the New Local Plan. I write on behalf of our client, Solum, who has an interest in the above site.

The Ellen Webb Drive Car Park site has been earmarked for re-development by the Council for over 10 years. In discussion with the relevant rail organisations, Solum has identified an opportunity to deliver a significant number of new homes on the site. It is in this context that we provide comments on the Draft Local Plan (Regulation 19) consultation document, with a particular focus on the proposed site allocation (Site OA11).

Below I provide a brief overview of Solum, the site and its context, and the background to the site, before turning to specific comments on consultation document and the draft allocation.

**Solum**

Established in July 2008, Solum is a joint venture between Network Rail and Kier Property formed to attract private investment into the rail network and build much needed new homes close to railway stations. The joint venture specialises in developing underutilised, brownfield sites near to or including train stations which in turn generates funding to enable station related and environmental improvements for the travelling public.

To date, Solum has completed schemes in Epsom, Christchurch, Haywards Heath, , Walthamstow and Twickenham, with further schemes, in various phases of delivery in Guildford, Bishop's Stortford and Twickenham Station Yard.

**Site and Context**

The site is located c.200m northwest of Harrow & Wealdstone Station, accessed off Ellen Webb Drive. The site is currently vacant. The site historically comprised of two parts: 61 at grade station car parking spaces in the southern part of the site associated with Harrow & Wealdstone Station); and an area of hard standing in the northern part of the site which was used by Network Rail as a compound on an ad hoc basis. This site is now fenced and locked.

The site falls both south to north and east to west as Ellen Webb Drive slopes down as it heads west towards Headstone Drive, which runs under the railway bridge.

The site does not contain any statutory or locally listed buildings or structures, and is not located within a conservation area or archaeological priority area. The Grade II listed station and platform buildings, 36 High Street and Wealdstone Police Station, and locally listed buildings 21 the Bridge and the Holy Trinity church are all located c.200m from the site. The site lies within the Roxborough Road Footbridge Protected Views Setting Corridor.

Offices and associates throughout the Americas, Europe, Asia Pacific, Africa and the Middle East.

Savills (UK) Limited. Chartered Surveyors. Regulated by RICS.  
A subsidiary of Savills plc. Registered in England No. 2805138. Registered office: 33 Margaret Street, London, W1G 0JD



The Environment Agency mapping system shows the site to be located within Flood Zone 1 (rivers and sea). A section of the site lies within a Critical Drainage Area as it lies within Flood Zone 3 (surface water), despite this there is a limited level of risk as it pertains to the northern extremity only.

The site benefits from a PTAL (Public Transport Accessibility Level) rating of 5 indication 'very good' access to public transport. Harrow & Wealdstone Station (served by the overground and underground) is located approximately 200 metres to the southeast of the site. The nearest bus stops can be found here as well. These are served by bus routes 140, 182, 186, 258, 340, 640, N18 and N140. The site is also connected to a network of pedestrian routes which run along the northern boundary. These transport links allow public travel throughout the wider locality and beyond.

The site benefits from a good range of services and facilities within the wider locality. These include schools, convenience stores, post office, places of worship, a variety of public houses and eateries and public open space.

## **Background**

Within current planning policy documents the site falls within the Harrow & Wealdstone Opportunity Area (OA) and is allocated for re-development within the 2013 Harrow & Wealdstone Area Action Plan (Site 5 – Wealdstone Infills). This allocation covers several other smaller sites to the northeast.

In line with the long term aspirations of the Council for the site to be re-developed, Solum has identified an opportunity to deliver a significant number of new homes on the site.

In August 2022 Solum met with planning officers at the Council to discuss initial redevelopment options for the site. Officers were generally supportive of the introduction of residential dwellings on the site, and were of the view that the site has the potential to accommodate greater height and density than as specified within the current Harrow & Wealdstone AAP taking into account the emerging Wealdstone context.

In April 2024 Solum submitted representations to the Draft Local Plan (Regulation 18) consultation document. The comments contained within this letter build on the comments submitted in 2024.

Since the above Solum has been discussing the site with the relevant rail organisations and has been testing various options with a view to sharing a revised proposal with officers at the Council in due course.

## **Comments on the Consultation Document**

### Policy GR4: Building Heights

Criterion a. of Policy GR4 confirms that tall buildings are to be directed to designated Tall Building Zones (TBZs) within the Harrow & Wealdstone OA. Criterion b. builds on this by stating that proposals shall not exceed the maximum appropriate heights as set out within the designated TBZs shown within the Policies Maps. Within the Draft Policies Map the site falls within an area earmarked for a TBZ for up to 12 storeys. Solum is of the view that this would be a wasted opportunity as it is not uncommon for tall buildings to front onto railway lines as there are no concerns relating to amenity.

Furthermore, it should be noted that the site lies c.100m east of the Harrow Crown Court site which is also earmarked for a TBZ but for buildings up to 18 storeys. Therefore, a building tantamount to this on the Station Car Park site would not look out of place. In fact, there is an opportunity to create a gateway / landmark feature into Harrow & Wealdstone from the north, as well as a cluster of tall buildings, by removing the rudimentary limitations placed upon the maximum height on the site.

Section 5.8 of the Tall Buildings Study raises concerns about the width of the site, stating that the width is also limiting for tall buildings, measuring 30m at its widest point. Solum refute this unsubstantiated remark which is

not justified by any commentary or evidence. There is a plethora of tall buildings on similar sized sites across London.

It is respectfully requested that the TBZ covering the site be increased to allow for buildings of c.18 storeys high rather than up to 12 storeys. In this context, it is worth noting that any tall building proposal for the site would be thoroughly tested at the pre-application stage, in consultation with the Council and other key stakeholders, to demonstrate that it is appropriate for the site and surrounding area.

Solum is confident that buildings taller than 12 storeys can sit comfortably on the site; delivering a wide range of planning benefits for the site and the surrounding area. As currently drafted the emerging Local Plan would cap buildings heights below what Solum thinks is achievable. This would impact the viability of any potential development as there are limited opportunities to deliver a greater quantum at lower levels. This in turn would limit the associated benefits that could be delivered.

A more flexible approach to the maximum storey height allowed within the TBZ doesn't necessary mean that all buildings will be delivered up to this level, it just gives the option for taller buildings if it can be demonstrated that they are appropriate in planning terms. We therefore request that no rudimentary limitations are placed upon the maximum height which would allow for allow for a design led approach.

#### Policy G13: Biodiversity

This policy confirms that development proposals must protect and enhance the biodiversity and natural capital found within the Borough.

Biodiversity Net Gain (BNG) is mandatory under Schedule 7A of the Town and Country Planning Act 1990 (as inserted by Schedule 14 of the Environment Act 2021). Developers must deliver a BNG of 10%. Criterion a. of Section G of Policy G13 requires all development proposals to deliver a minimum of 2 biodiversity units per hectare or a minimum net uplift in biodiversity unit value of 15%, whichever is greater.

The Harrow Biodiversity Net Gain Draft Working Paper (November 2024), which forms part of the Local Plan evidence base, states that this target is caveated as it has not been viability tested. It goes on to explain that it is a working paper that will evolve as such information is available and further evidence base gathering will continue up to the Regulation 22 phase on local need, local opportunities and the impacts on viability for development.

With regard to viability, this inflated requirement would place significant limitations upon developers, particularly those proposing development proposals on constrained sites. It is therefore requested that the BNG requirement is revised to 10% as per the Environment Act.

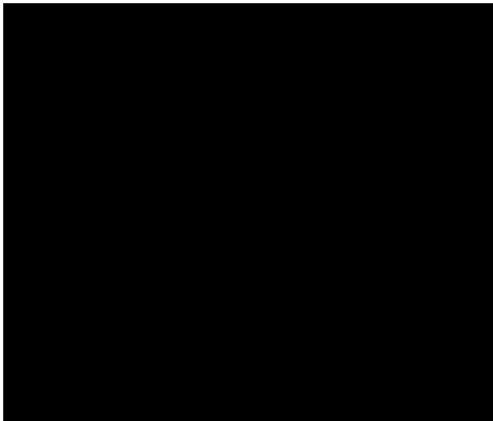
#### Site OA11 – Carpark Ellen Webb Drive

We note that the Council is proposing to allocate the site for comprehensive residential-led redevelopment. This is strongly supported by Solum in principle. However, Solum has concerns with specific aspects of the draft allocation. A full set of comments on the draft allocation is included at **Appendix A** of this letter. It is respectfully requested that the draft allocation be updated to reflect these comments.

#### **Future Participation**

I trust that the above is of assistance in the preparation of the New Local Plan. I would be grateful for confirmation of receipt of these representations and would welcome the opportunity to engage with further versions of the draft New Local Plan in the future. If you have any queries or would like to discuss anything, please don't hesitate to get in contact with me.

Yours faithfully



## Appendix A

	Regulation 19 Wording	Solum Comments
<b>Site information</b>		
Address	Car park, Ellen Webb Drive, Wealdstone	No comments at this stage.
Area	0.32 ha	No comments at this stage.
Description	Narrow semi-oval shaped parcel between Ellen Webb Drive and the railway line in Wealdstone. The site was formerly used as a carpark associated with Harrow & Wealdstone Station. Part of the site is still used, but part is now vacant. This site is located very near Harrow & Wealdstone Station with good connections to Central London and elsewhere, and is within the Wealdstone District Centre, making it suitable for a mixed-use scheme including residential or town centre uses.	<p>The site is currently vacant. The site historically comprised of two parts: 61 at grade station car parking spaces in the southern part of the site associated with Harrow &amp; Wealdstone Station); and an area of hard standing in the northern part of the site which was used by Network Rail as a compound on an ad hoc basis. This site is now fenced and locked.</p> <p>The 'Description' part of the allocation should be updated to reflect the above.</p>
Current use	Partly carpark, partly unused former carpark	No comments at this stage.
Ownership	Public	No comments at this stage.
PTAL	5-6a	No comments at this stage.
Site source	Call for sites Allocation in Harrow and Wealdstone Area Action Plan (2013) (part)	No comments at this stage.
Relevant applications	-	No comments at this stage.
<b>Site allocation</b>		
Site objective	Major mixed-use development to provide a residential or hotel led development with appropriate town centre use/s at ground floor and improvements to the public realm.	<p>Solum's current intention is to pursue a major residential-led scheme on the site. Whilst Solum has no objection to the site allocation also referring to a hotel use at the site, such a use is unlikely to be provided at the site and the allocation should not require a hotel use to also be provided at the site if not desired.</p> <p>Appropriate town centre uses should also not be restricted to the ground floor. Subject to the design of the development there are situations where such uses could successfully be provided at first floor level, or across both ground and first floor levels. Whilst it is acknowledged that such uses would help to activate Ellen Webb Drive, the residential element of the development could also activate Ellen Webb Drive through entrances and communal spaces.</p>

		<p>Given all of the above, this aspect of the allocation should be changed to the following:</p> <p><i>Major residential-led mixed-use development with appropriate town centre uses and improvements to public realm locally.</i></p>
<p>Allocated use</p>	<p><b>Leading land use</b> Residential Hotel</p> <p><b>Supporting land use(s)</b> Appropriate town centre uses Reprovision of car parking spaces</p>	<p>As mentioned above, Solum's current intention is to pursue a major residential-led scheme on the site. Whilst Solum has no objection to the site allocation also referring to a hotel use at the site, such a use is unlikely to be provided at the site and the allocation should not require a hotel use to also be provided at the site if not desired. The residential use should be the leading land use and a hotel use should be an alternative land use.</p> <p>We note that Criteria f of draft Policy HO9 (Large-Scale Purpose-Built Shared Living) currently states that:</p> <p><i>"Proposals on sites with extant permission or allocated for self-contained dwellings will not be supported to avoid compromising the delivery of conventional housing to address future needs and targets, unless adequate evidence is submitted to demonstrate viability issues"</i></p> <p>The draft allocation of the site includes self-contained dwellings. Based on the current wording of Policy HO9, LSPBSL accommodation would not be supported on the site. However, we understand that LSPBSL accommodation at the site is supported by officers at the Council in principle, and that the inclusion of 'or equivalent' within the 'Indicative capacity' part of the draft allocation is intended to cater for this. However, we do not think that this is a sound approach as it is unclear and is open to misinterpretation. LSPBSL should therefore be explicitly referred to within the allocation.</p> <p>To support the allowance for LSPBSL at the site Solum has commissioned a piece of research which supports LSPBSL at the site. This report is enclosed with this letter. This concludes that there is a need for such accommodation in the</p>

		<p>area. The site is well placed for such accommodation being located in a highly accessible location near to Harrow &amp; Wealdstone Station and Wealdstone High Street.</p> <p>Following discussion with relevant rail organisations there is also no longer a requirement to re-provide station car parking at the site. This should be deleted from the 'Allocated use'. Station car parking will continue to be provided at the primary station car park on Sandridge Close.</p> <p>Given all of the above, this aspect of the allocation should be changed to the following:</p> <p><b>Leading land use</b>  <i>Residential (including Large-Scale Purpose-Built Shared Living Accommodation)</i>  <del>Hotel</del></p> <p><b>Alternative land use</b>  <i>Hotel</i></p> <p><b>Supporting land use(s)</b>  <i>Appropriate town centre uses</i>  <del>Reprovision of car parking spaces</del></p>
Development timeframe	6-10 years	<p>This aspect of the allocation should be changed to the following to reflect Solum's development programme for the site:</p> <p><i>0-5 years</i></p>
Indicative capacity	183 C3 dwelling houses / units or equivalent, or 282 C1 Hotel rooms	<p>The 'Indicative capacity' of the site for C3 dwellings should be increased to 200 to encourage this highly accessible previously developed site being optimised to help in addressing the Borough's (and London's) housing need. There should also be a corresponding increase in the number of C1 hotel rooms to 300.</p> <p>As mentioned above, there is clear evidence that LSPBSL is appropriate at the site and should also be mentioned in the 'Indicative capacity'.</p> <p>Given the above, this aspect of the allocation should be</p>

		<p>changed to the following:</p> <p><i>200 C3 dwellings, or 400 Large-Scale Purpose-Built Shared Living Accommodation, or 300 C1 hotel rooms, or an equivalent mix of the three</i></p>
<b>Planning considerations</b>		
Flood zone	Critical drainage area Flood zone (Surface Water) 3a - Part of site	No comments at this stage.
Heritage	Protected Views Setting Corridor (Roxborough Road Bridge)	No comments at this stage.
Other	Harrow & Wealdstone Opportunity Area Town Centre Boundaries (Wealdstone) RAF Northolt Safeguarding Zone	No comments at this stage.
<b>Development considerations</b>		
Requirements	<p>Appropriate car parking provision Improvement to public realm, specifically towards Harrow &amp; Wealdstone Station and Wealdstone High Street. Drainage and flood risk improvements, specifically to the western end of the site and within the adjoining public realm.</p>	<p>Following discussion with relevant rail organisations there is no longer a requirement to re-provide station car parking at the site. This should be deleted from the allocation requirements. Station car parking will continue to be provided at the primary station car park on Sandridge Close. Any new development is expected to be 'car free' (bar the provision of an appropriate number of disabled persons car parking).</p> <p>Given the above this aspect of the allocation should be changed to omit the following:</p> <p><del>Appropriate car parking provision</del> <del>Car free development (bar disabled persons car parking)</del> <del>Improvements to public realm along Ellen Webb Drive, specifically towards Harrow &amp; Wealdstone Station and Wealdstone High Street.</del> <del>Drainage and flood risk improvements, specifically to the western end of the site and within the adjoining public realm.</del></p>
Development principles	The site is an irregular and narrow shaped site with some notable constraints that need to be appropriately address in the design and in delivery of any new development. New development must respond to the railway line (Network Rail / London underground and overground) to the rear (south) of the site, and to the public realm linking the site to Wealdstone High Street	No comments at this stage.



	and the Harrow & Wealdstone Station.	
	Carparking will continue to be required at a level that is supportive of both any new development and for the Wealdstone District Town Centre and Harrow and Wealdstone Station. New development will have to demonstrate an appropriate level of carparking. Carparking on site must ensure an active frontage onto Ellen Webb Drive is provided, whereby avoiding a blank and inactive frontage.	Following discussion with relevant rail organisations there is no longer a requirement to re-provide station car parking. This should be deleted from the allocation 'Development principles'. Station car parking will continue to be provided at the primary station car park on Sandridge Close.
	New development must provide public realm improvements. The western part of the site is located within a flood zone, which continues into the public highway further to the west. Improvements on site should be explored to reduce flood risk on site and within the wider area. The design and layout of the site should have regard to the recommendations detailed in the individual Level 2 SFRA Site Assessment read alongside the general mitigation requirements.	No comments at this stage.
	Furthermore, opportunities to improve the cycle and pedestrian environment under the Headstone Drive railway underpass should be delivered. To the east and south east of the site is both Wealdstone High Street and Harrow & Wealdstone Station respectively. Public realm improvements should be delivered to improve the urban environment between the site and both of these destinations.	The majority of future pedestrian trips to / from the site are likely to be east and southeast to Wealdstone High Street and Harrow & Wealdstone Station respectively. Improvements to the Headstone Drive railway underpass should not form part of this allocation. It is not required to mitigate against the impact of the development. Reference to this should be deleted from this part of the allocation. The requirement for a large amount of public realm improvements is likely to impact the viability of any development and the provision of any affordable housing.
	Any form of residential development on site must ensure high quality of residential amenity, specifically addressing impacts from the railway line to the south.	No comments at this stage.
	The site is appropriate for tall building development, with consideration required to be taken in relation to the protected viewing corridors towards St Mary's Church on Harrow on the Hill.	No comments at this stage.

# Harrow Co-living

---

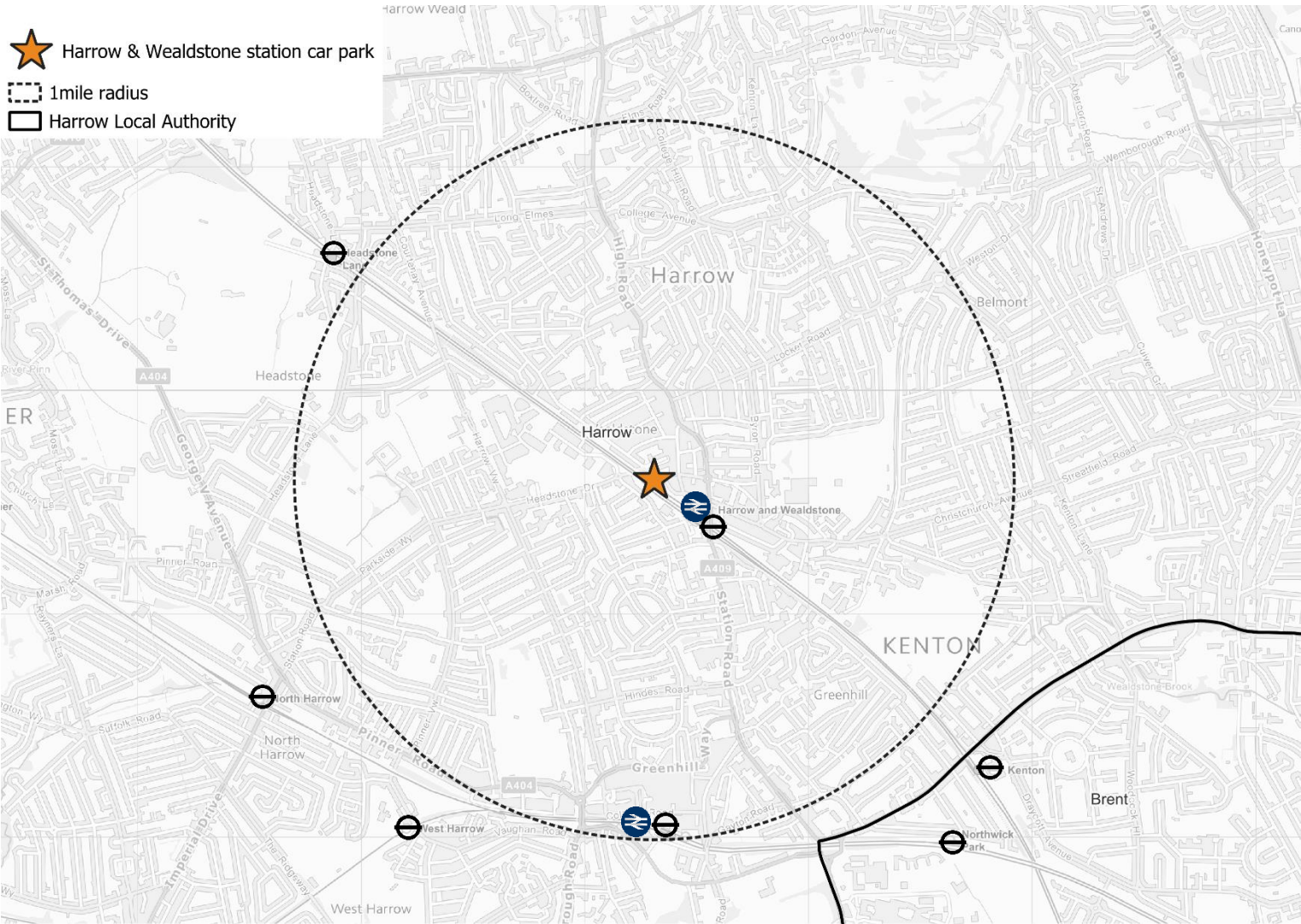
Final Report Prepared for Solum

Savills Residential Research and Consultancy

16<sup>th</sup> December 2024

# Site Location and Report Contents

## Site location



This report is prepared on behalf of Solum to aid in their response to Harrow’s Local Plan Consultation in relation to their site at Harrow and Wealdstone station car park, with Solum’s aim of increasing the flexibility of the draft allocation to allow for Co-living (Purpose Built Shared Living) accommodation.

<b>Site Location and Report Contents</b>	<b>02</b>
<b>Executive Summary</b>	<b>04</b>
<b>1. Population &amp; Employment</b>	<b>05</b>
<b>2. Affordability</b>	<b>09</b>
<b>3. Housing Delivery</b>	<b>12</b>
<b>4. Rental Market</b>	<b>14</b>
<b>5. Co-living Demand</b>	<b>18</b>
<b>6. Co-living Supply</b>	<b>22</b>
<b>7. Conclusion</b>	<b>27</b>
<b>Important Note</b>	<b>29</b>

# Executive Summary

# Executive Summary



14,000

New jobs in Harrow over the next decade



61%

Increase in house prices since 2007/08 peak, in Harrow LA



-60%

New homes delivered in Harrow vs housing targets



30%

Increase in rents in over the past 4 years, in Harrow LA



c.11,500

People in Harrow's Co-living 'core target market'



572

Operational Co-living beds in Harrow

1

**Population & Employment** – is set to see strong growth. The population of people aged 20-40; a key target market for co-living is set to increase by 8% over the next decade. Harrow will also add more than 14,000 jobs. Affordably priced homes close to these new jobs are needed to support these sectors.

2

**Housing Affordability** – is very stretched in Harrow with high average house prices that have risen quickly. The average First-Time Buyer would require a deposit of £110,000 to afford the average flat in Harrow using the average loan-to-value ratio of c.70%.

3

**Housing Delivery** – has been falling across Harrow. The borough delivered 613 net additional dwellings per year on average over the past 3 years, missing its Standard Method target of 1,516 new homes by 60%. Co-living can go some way to meeting housing delivery whilst also offering greater housing choice.

4

**Rental Market** – has been very strong since the pandemic. Rents have risen by 30% in the past four years, while the number of available rental homes has declined, particularly for 1 and 2 bed flats. Rented homes have let-up much quicker since pre-pandemic and all these indicators point to a need for additional housing supply.

5

**Co-living Demand** – comprises young adults that do not have children, currently reside in the private rented sector (PRS) and can afford to rent a co-living unit. Harrow has around 11,500 people in its 'Co-living' target market who are young, live in PRS with no children.

6

**Co-living Supply** – continues to grow across London. As the sector becomes more established and understood, the market has expanded. Around 6,000 Co-living rooms are operational across London. Many more schemes are planned. Demand in Harrow far outweighs supply.

1

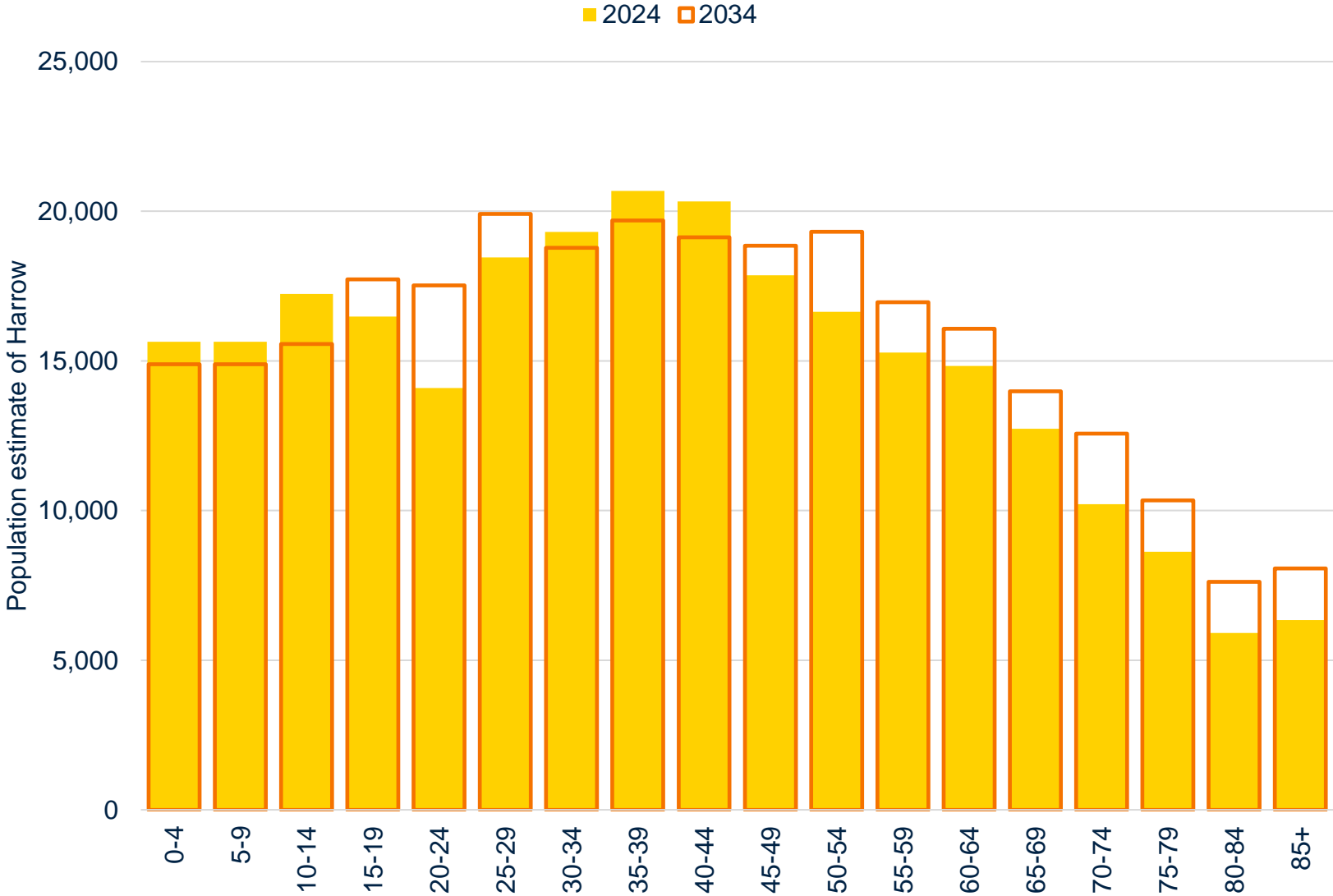
# Population & Employment

# The number of twenty-year-olds living in Harrow is set to increase, a key target market for Co-living

The number of people in their twenties (a key target market for Co-living), living in Harrow is set to increase by 15% (nearly 5,000 people) over the next decade. In 2034 the population of 20–29-year-olds will 37,430. Those aged between 25-39 will become the largest 5-year cohort in the local authority, according to projections from the ONS.

More recent data on population growth, again from ONS reveals net migration across the UK was 728,000 in the 12 months to June 2024, down from a record 906,000 the year before. These figures are far higher than population projections would indicate. Therefore, the previous projections (from 2022) at smaller geographies (shown right) is likely to be an underestimation in its totality. However, the general distribution is expected to remain the same, potentially with a higher proportion of younger people of working-age and students.

This further reflects the need for greater supply of affordably priced housing, particularly for younger households and those aged in their twenties.



# Harrow's working age population is forecast to grow broadly in line with London

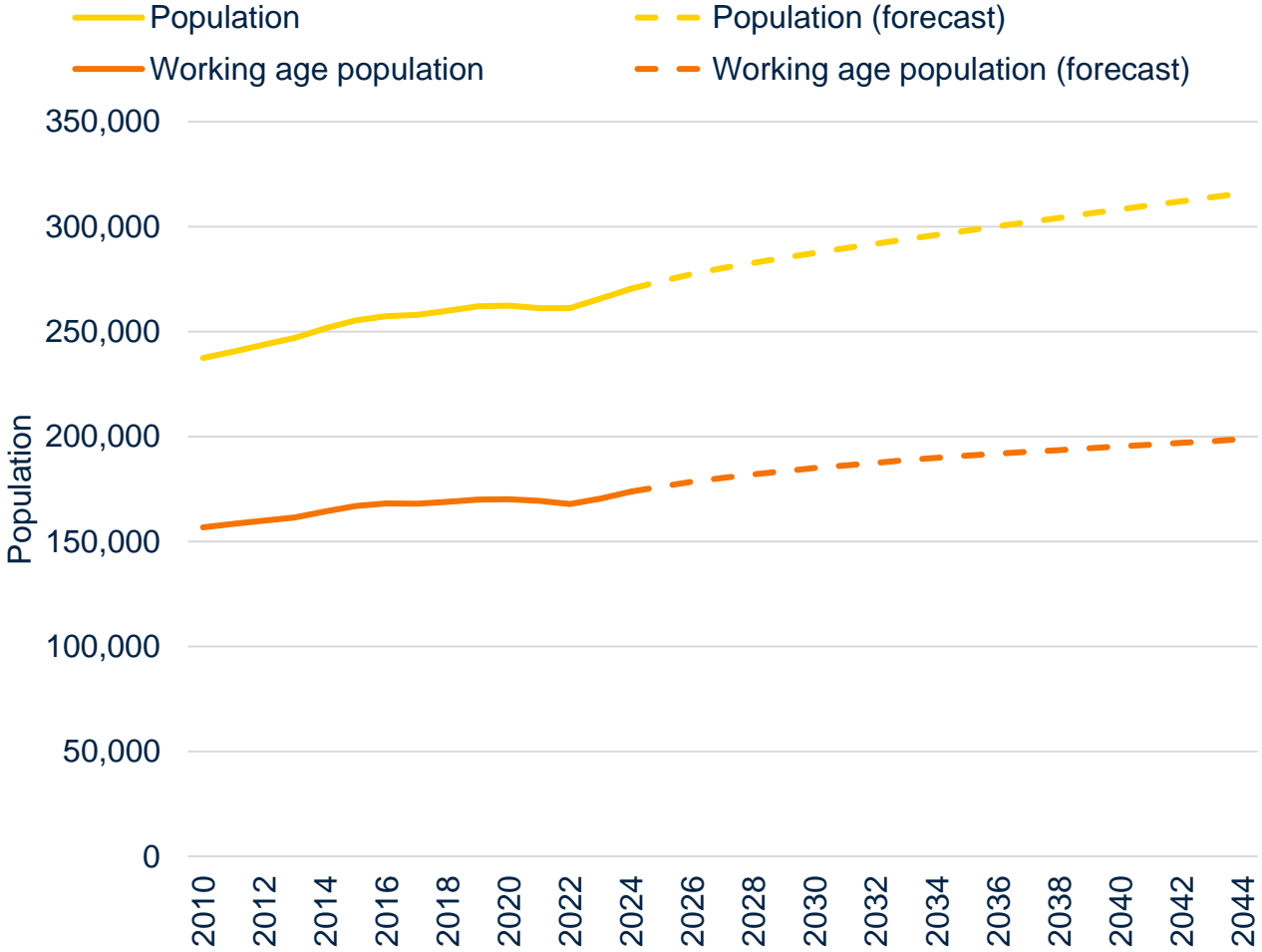
In the decade to 2024, Harrow's population is estimated to have increased by 7%, from c.252,000 people to over c.270,000 people. This was on par with the London and national averages.

The working-age population grew at a slower rate, at 6% in the last decade, below London (9%) but on par with national levels. This still meant 9,500 working-age residents were added to Harrow's population in this time.

Looking ahead, the population of Harrow is expected to grow at a higher rate of 10% in the next decade from 2024 to 2034. Again, this is on par with the London average but is higher than the UK average. The working age population in Harrow is also expected to grow more quickly, at 9% in the next decade, higher than the UK average of 3%. This will add a further 16,100 people to Harrow's working-age population by 2034.

The population of people most suited to Co-living (those aged 20-40) is expected to grow by 8% in Harrow over the next 10 years, where it fell by -3% in the last decade. There will be an additional 5,800 people in this group in ten years' time, and therefore additional housing suitable for this group will need to be provided.

**Growth and forecast growth of population and working age population in Harrow**



*With the forecast increase in Harrow's working-age population, further demand for suitable housing from this cohort will follow.*

	Total population		Working age population (aged 16-64)		Target market population (aged 20-40)	
	Growth (2014-24)	Forecast growth (2024-34)	Growth (2014-24)	Forecast growth (2024-34)	Growth (2014-24)	Forecast growth (2024-34)
Harrow	7%	10%	6%	9%	-3%	8%
London	7%	10%	9%	10%	0%	8%
UK	7%	5%	6%	3%	5%	3%



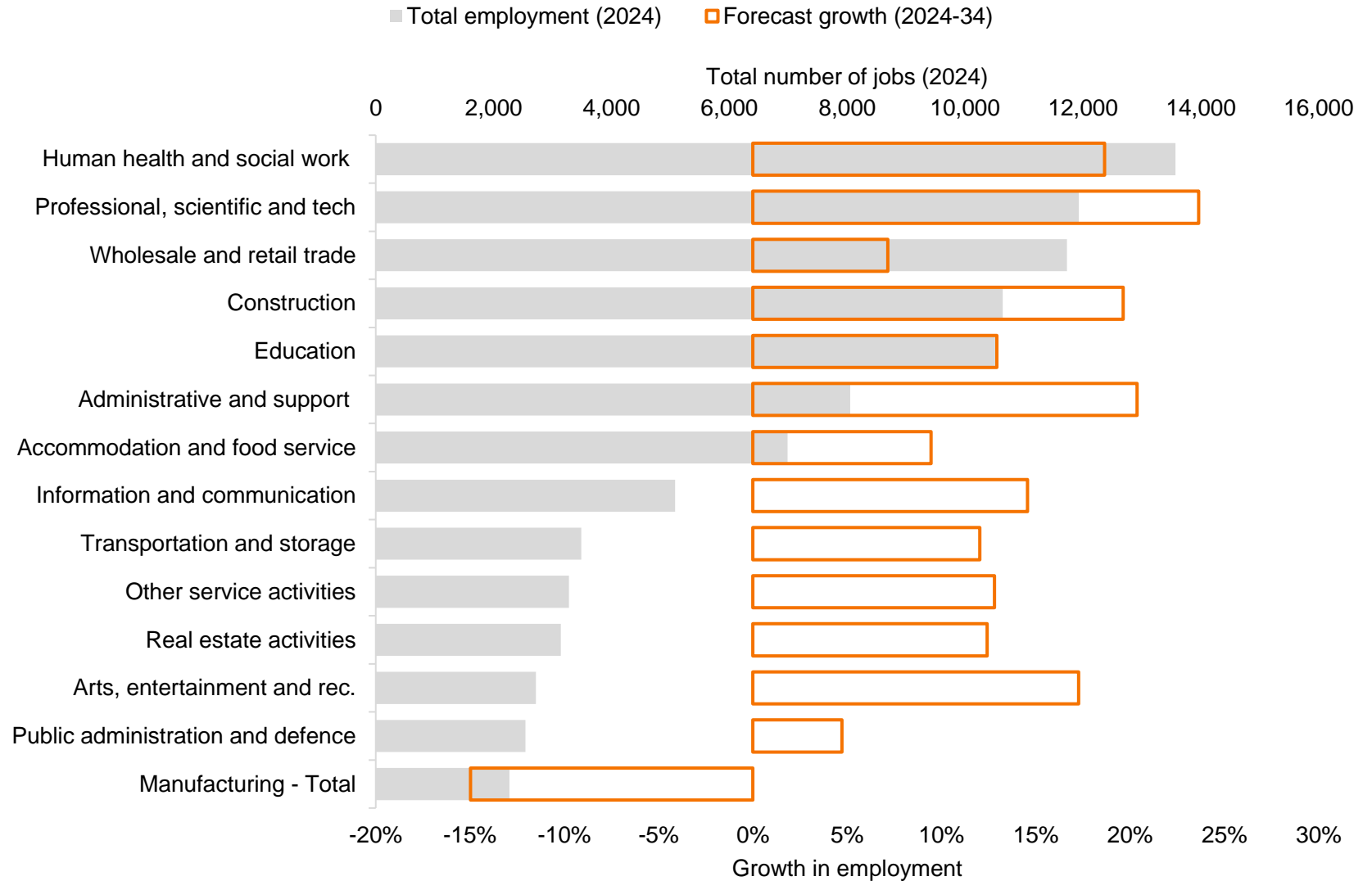
# Harrow's employment market is forecast to grow substantially over the next decade, outpacing London with the health and professional services sectors seeing some of the largest levels of growth



Harrow is forecast to see an increase in the number of jobs of 15% over the next decade, equivalent to an extra 14,250 new jobs. This compares to 13% and 9% growth over the same period for London and the UK respectively.

The professional, scientific and tech sector is a high value employment sector and is the second largest sector currently for total employment in Harrow. It is expected to see the largest percentage growth to 2034, at 24% (2,820 jobs) between 2024 and 2034. Health & social work is the largest sector in the borough and will also see strong growth, alongside construction and administrative & support staff. Affordably priced homes close to these new jobs are needed to support these sectors.

	Total jobs (2024)	Growth in jobs (2024-34)	Total jobs (2034)
Total jobs	97,720	14.6%	111,970
Human health and social work	13,570	18.6%	16,100
Professional, scientific and tech	11,930	23.6%	14,750
Wholesale and retail trade	11,730	7.2%	12,570
Construction	10,640	19.6%	12,730



2

**Affordability**

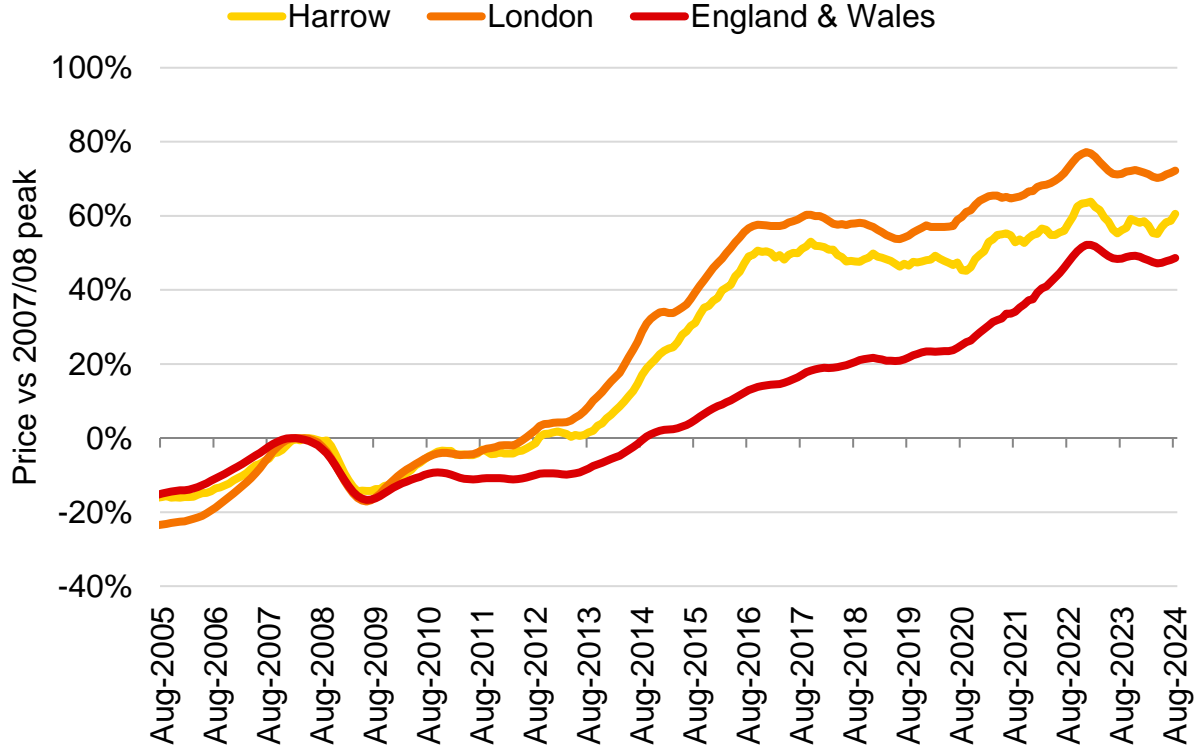
# House prices in Harrow are 61% higher than before the GFC (2007/08). The deposit required to buy the average flat with a 70% LTV is £110,000, making housing increasingly unaffordable for locals

House prices in Harrow are far higher than the England and Wales average, although they are lower than the London average. In the last year, the average flat sold for £367,000 in the borough.

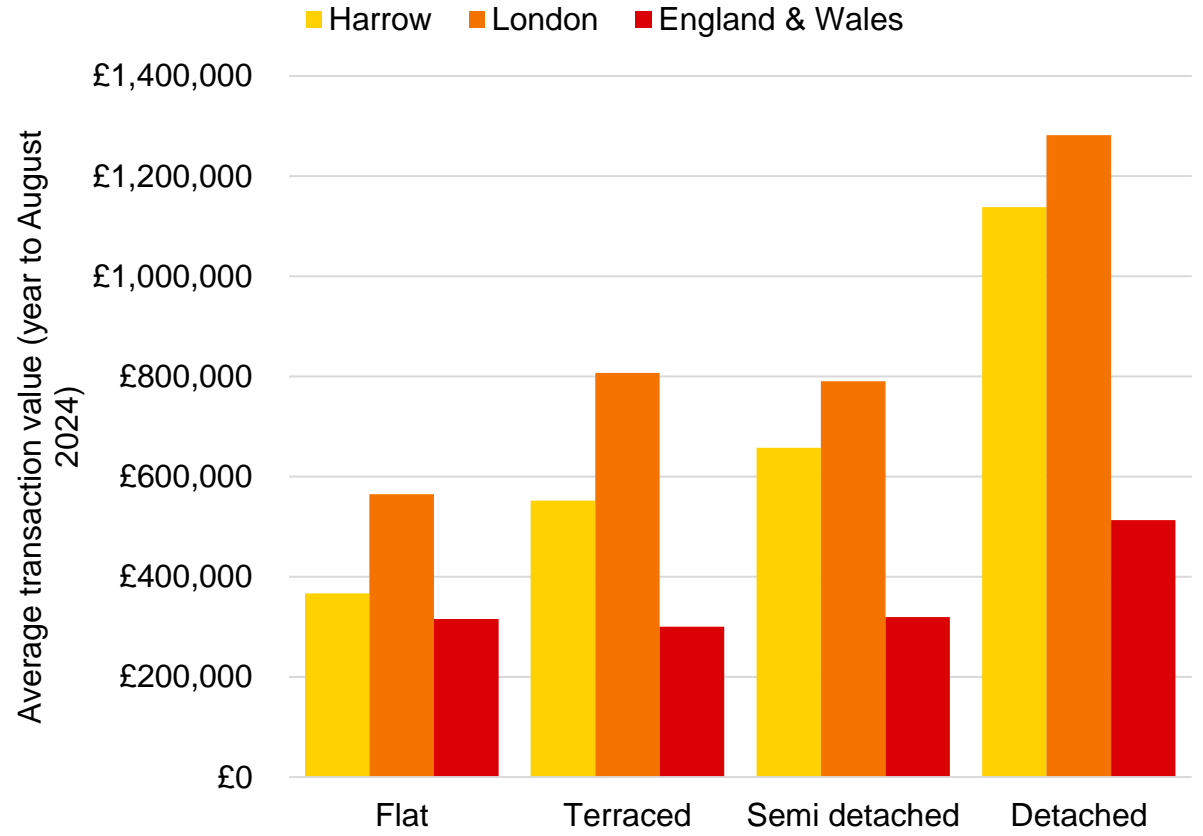
At a 70% loan-to-value ratio (the average level for first-time buyers), a deposit of £110,000 would be needed to buy the average flat. And a household income of at least £57,000 would be needed to borrow the rest of the money required. If the deposit is reduced to 10% (£36,700), then an income of £73,300 would be needed to purchase the same average flat.

Cost of buying the average flat*	London		Harrow	
	90% LTV	70% LTV	90% LTV	70% LTV
House price	£564,600	£564,600	£366,700	£366,700
Deposit required	£56,460	£169,380	£36,670	£110,010
Income required	£112,920	£87,827	£73,340	£57,042

## House prices in Harrow have grown by 61% since the 2007/08 peak



## Average house price by type in the 12 months to August 2024



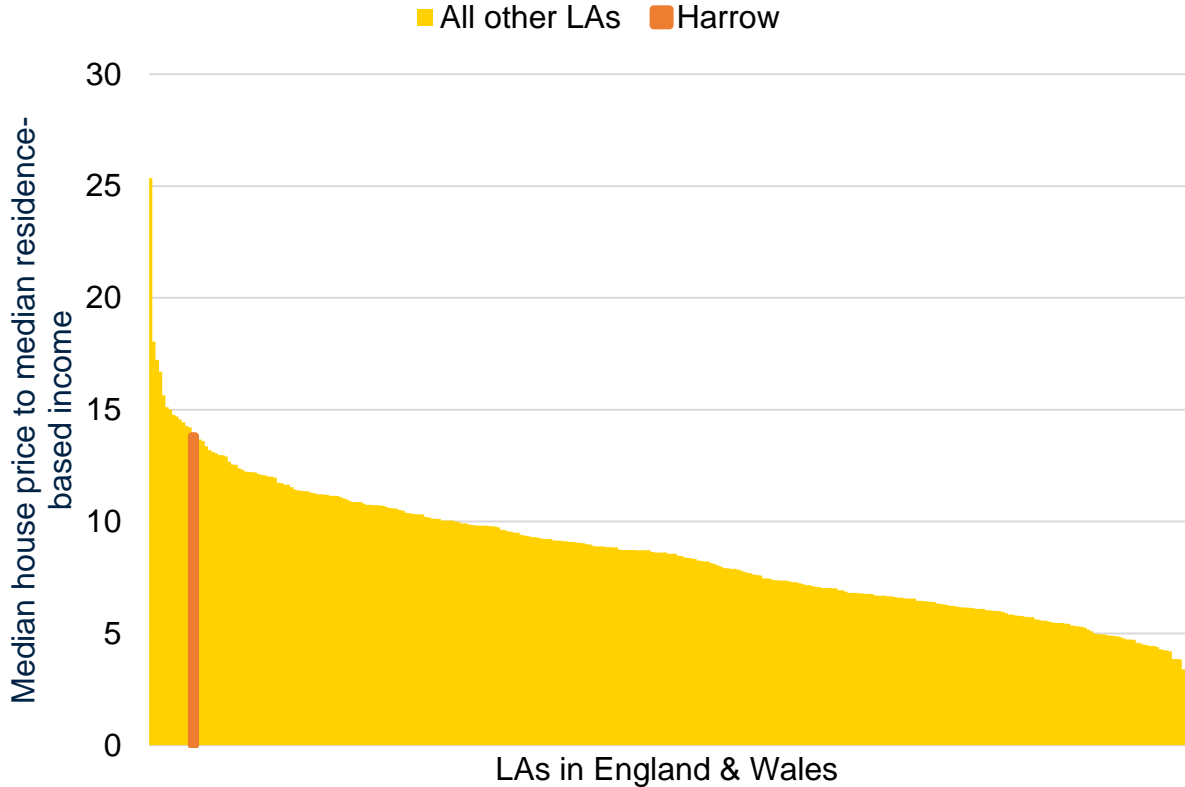
Source: Land Registry | \*this assumes a buyer can borrow 4.5x their annual income

# Affordability is stretched for first-time buyers and remains at historically high levels

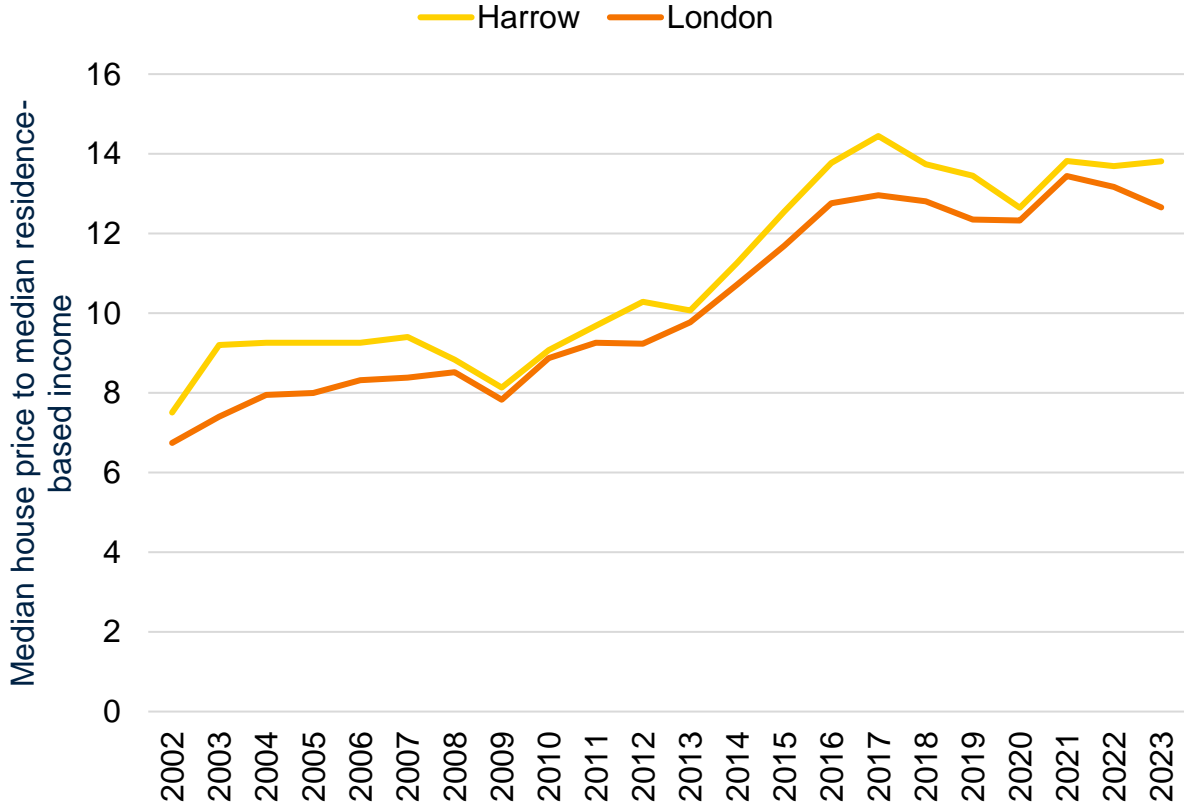
Housing in Harrow has become increasingly unaffordable over the last decade, especially for first-time buyers. In 2023, Harrow had an affordability ratio (measuring median house prices against median residence-based earnings) of 13.8, up 34% compared to 2012 and 83% up since 2002. In Harrow, the typical first-time buyer would need an income of c.£57,000 if buying the average priced flat with a 30% deposit and £73,000 with a 10% deposit.

More than four in ten (42%) British adults under the age of 40 who do not currently own a home have 'given up' on getting on the housing ladder according to research by Zoopla in August 2023. Those who have given up on buying a home in the next decade cite 3 main reasons, the cost of living crisis (64%); increasing house prices (51%) and, higher mortgage rates (49%). Co-living, can therefore provide an affordable steppingstone for those priced out of home ownership.

**Ratio of median house price to incomes (2023)**



**Change in ratio of median house price to income (2002 - 2023)**



3

**Housing Delivery**

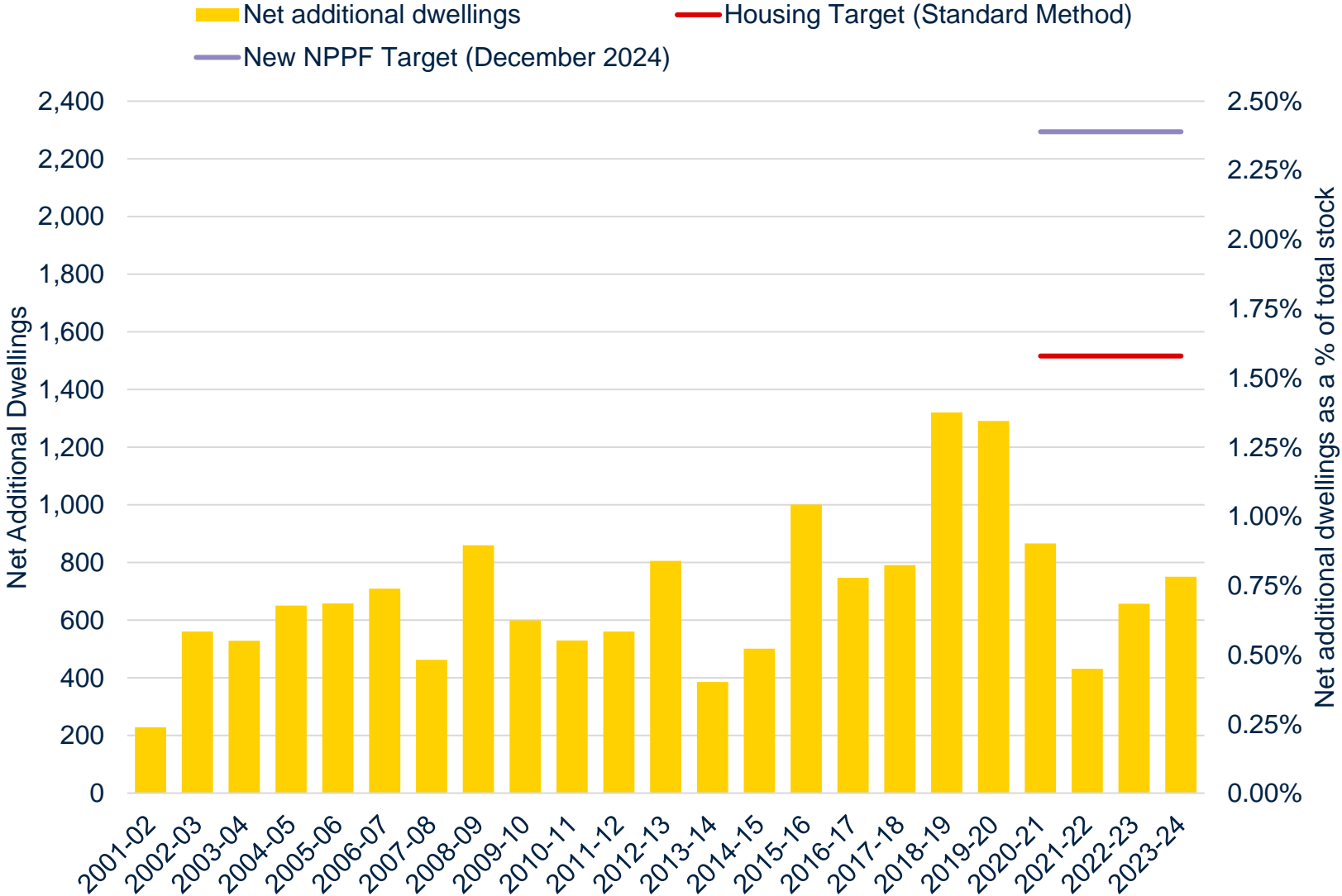
# Harrow needs to increase its housing delivery in order to get closer to its Standard Method housing target.

Over the past 3 years Harrow has delivered 613 net additional dwellings on average. This is far below its Standard Method housing target of 1,516 new homes, equal to around 40% of the target.

Between the six period of 2015-16 to 2020-21, Harrow delivered just over 1,000 net additional dwellings per annum.

Harrow's new housing target, as set out by the new NPPF (December 2024) will see Harrow's target increase to 2,294. Over the past 3 years Harrow has delivered just 27% of this higher figure. Therefore, delivery of new homes needs to increase substantially.

With a ratio of 1.8:1 in terms of Co-living's additionality to housing targets, the delivery of Co-living in Harrow can go some way to help meeting housing demand across borough whilst also offering greater choice and affordability to those priced out of home ownership.



4

**Rental Market**

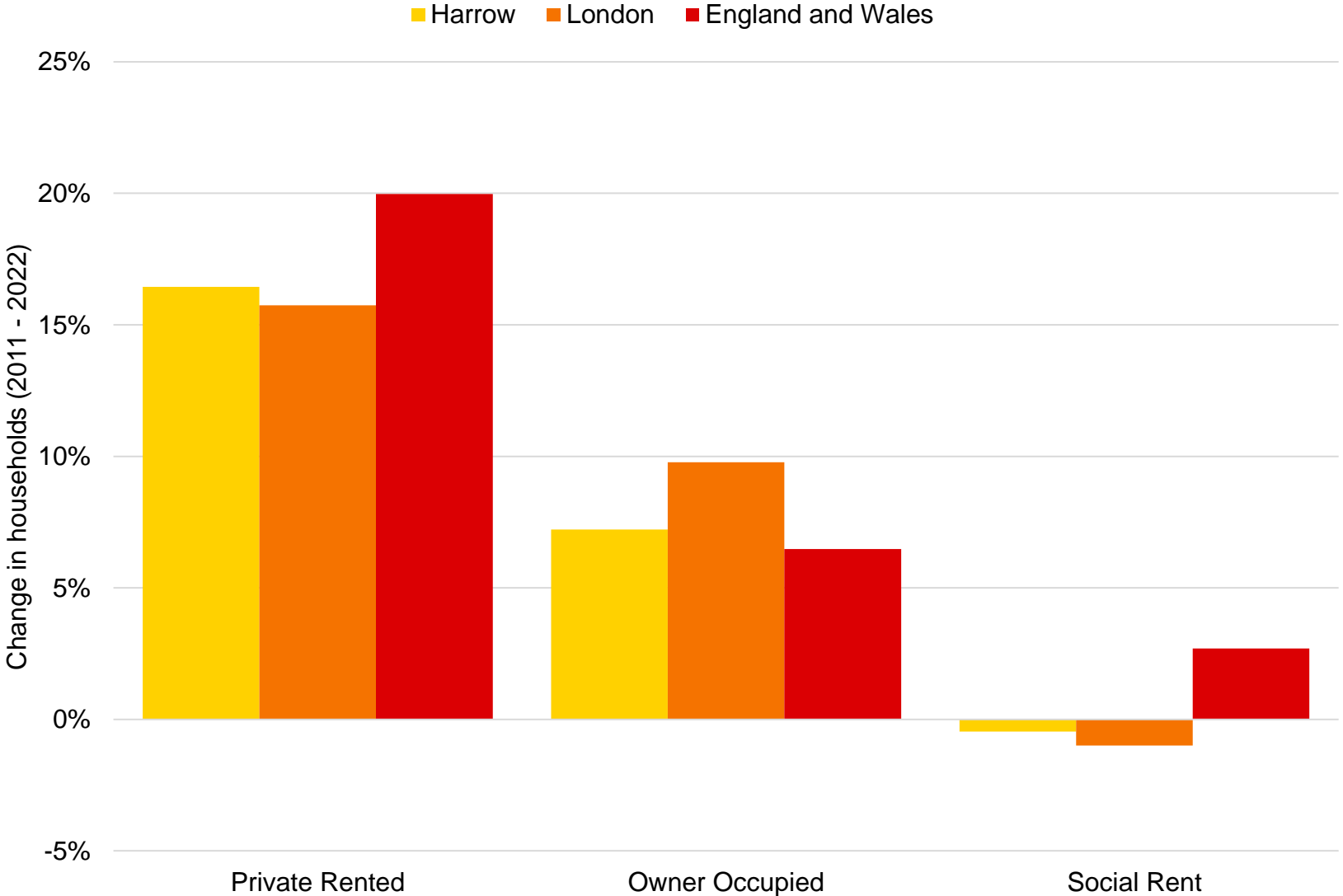
# PRS households grew by 16% between 2011 and 2022 in Harrow, higher than other tenures

One effect of rising unaffordability has been to limit the growth in owner-occupiers across Harrow, growing by just 7% in the last 11 years.

By contrast, the number of households living in the PRS has grown more significantly in Harrow, rising by 16% – equal to c.3,200 additional households in need of rental accommodation.

2022	Private Rented	Owner Occupied	Social Rent
Harrow	23%	66%	11%
London	26%	50%	24%
England	18%	64%	18%

Harrow	Private Rented	Owner Occupied	Social Rent
% growth (2011-22)	16%	7%	0%
Change in households	3,211	4,030	-41





# The rental market in the local area has seen a fall in available stock reducing choice for renters. This has been more pronounced for smaller flats

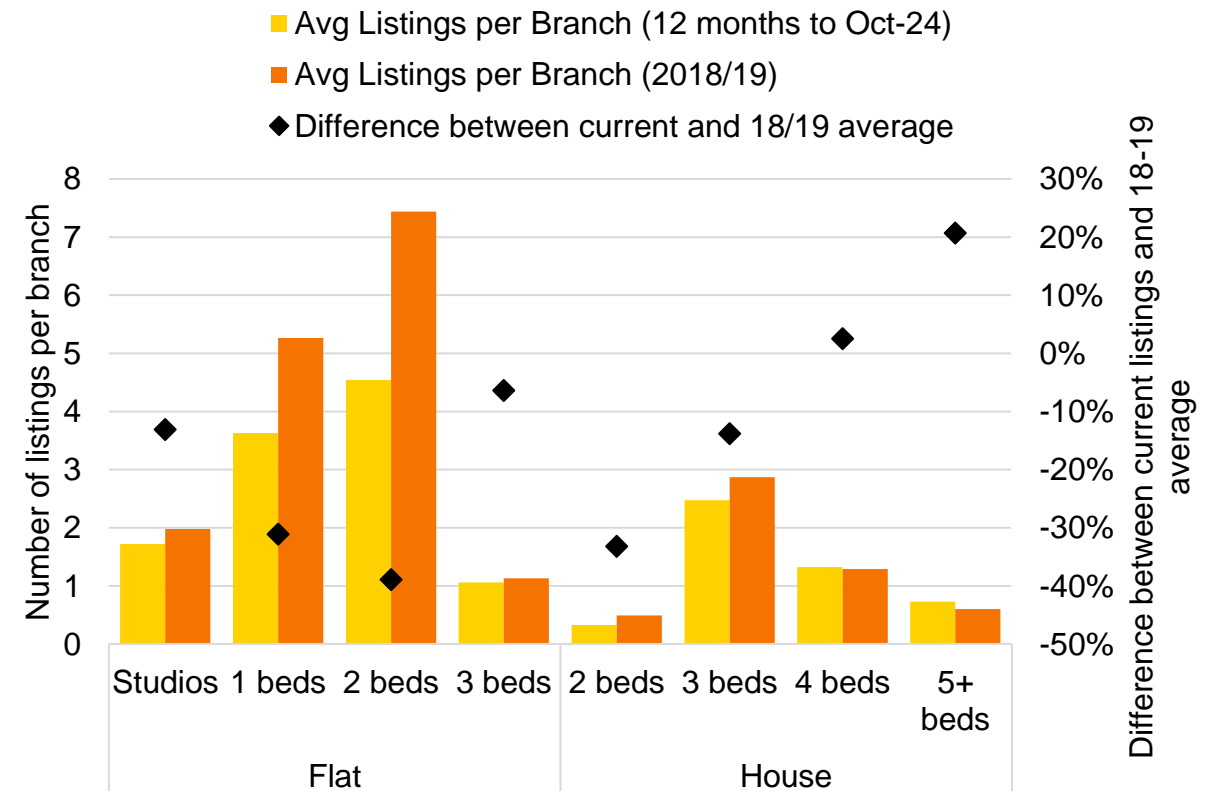
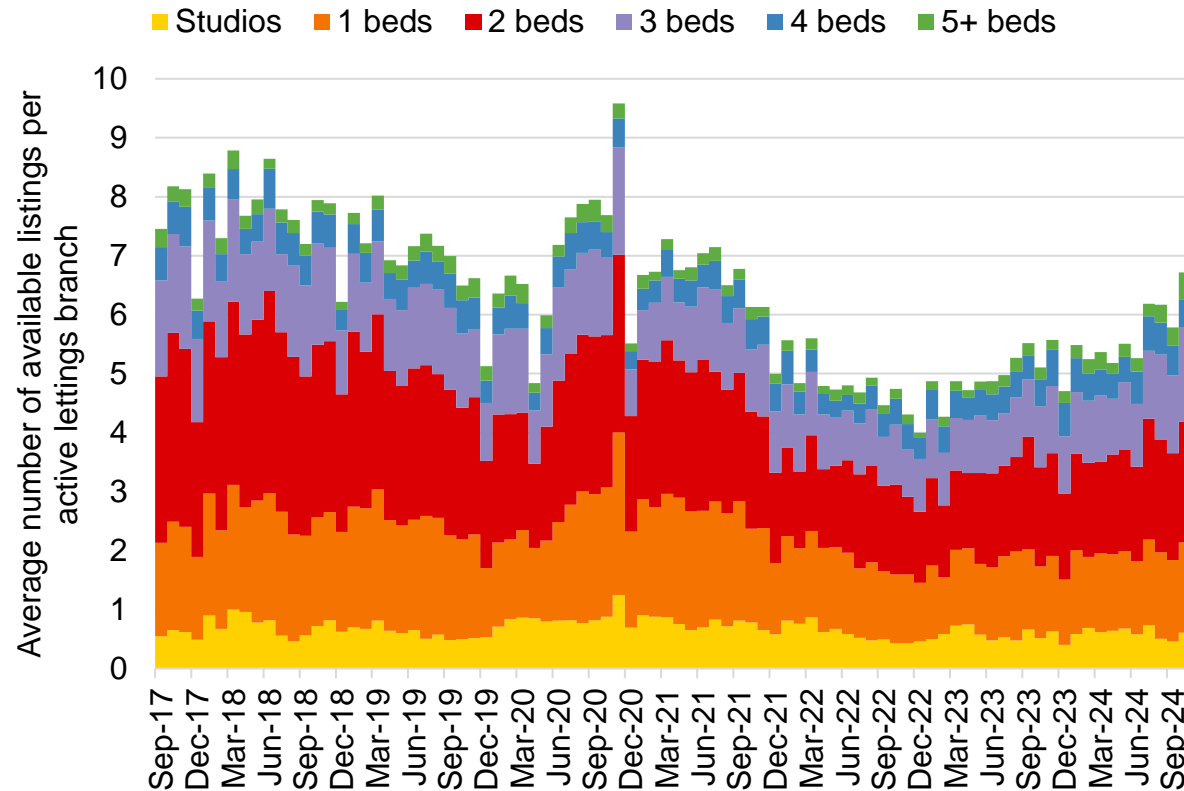


There has been a drop in the number of properties available to rent in Harrow since the pandemic, driven by a substantial number of landlords exiting the sector as interest rates rose and increased regulation has been introduced. The number of listings available has risen more recently, but remains below the pre-pandemic average by some way.

The drop in listings is particularly pronounced for smaller flats. In the year to October 2024, there were 30% fewer listings for 1 bed flats and 37% fewer for 2 bed flats compared to the 2018/19 average. Only larger houses have seen a rise in rental listings over this time period. This suggests more supply is needed in the rental market, particularly for smaller properties. Given that affordability pressure will likely mean increasing demand for rental properties in the medium term, the result will be to put further upward pressure on rents without additional supply as more tenants chase fewer properties.

## There has been a reduction in supply for 1 bed flats in Harrow...

## With -30% fewer rental listings in the 12 months to Oct-24 vs 2018-19 average



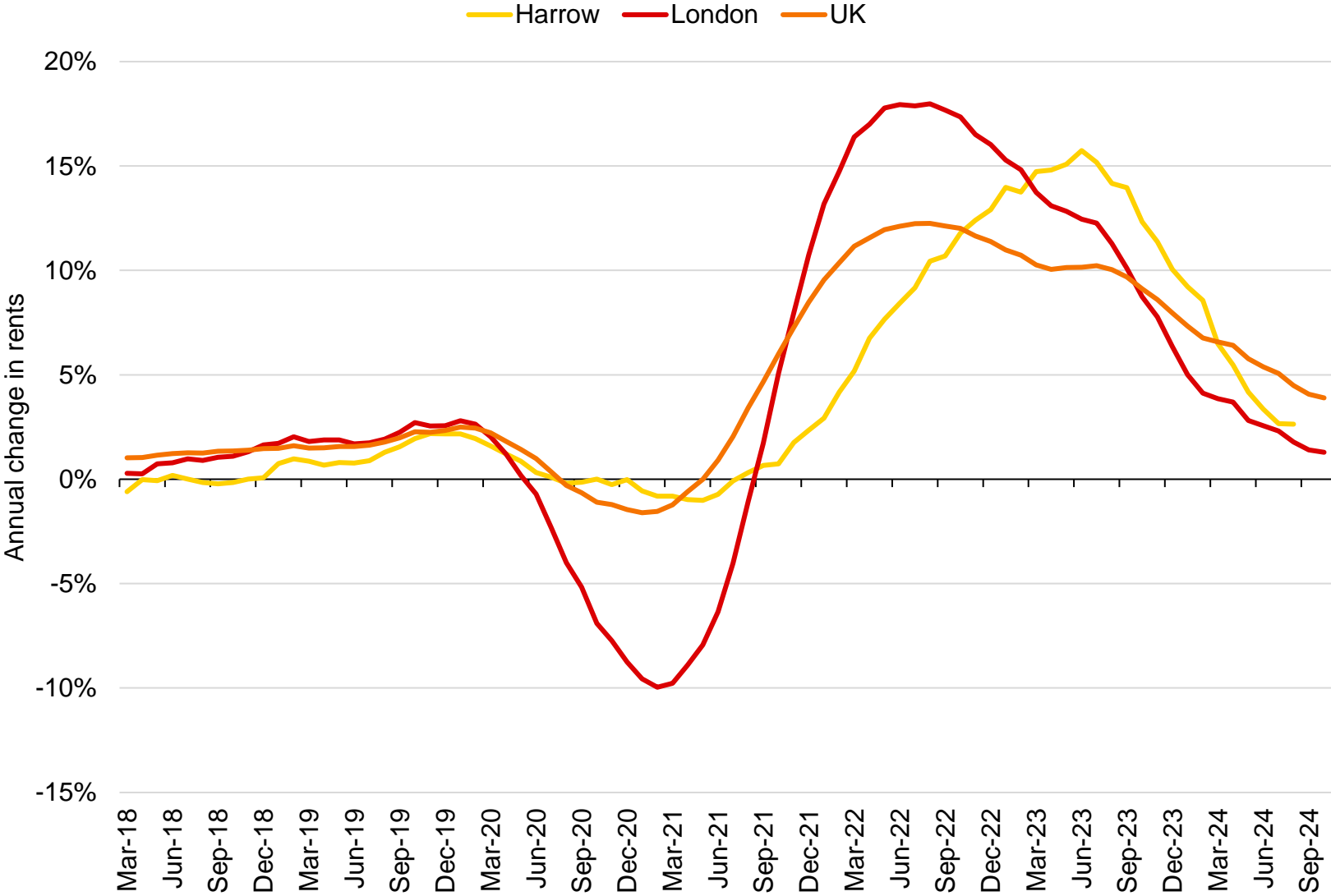
# Annual rental growth across Harrow has risen very sharply in recent years, but has now slowed, as affordability pressure has limited demand



Rents in Harrow have grown by 30% over the past four years (Aug-19), similar to the growth across London (32%) and the UK (33%).

The aftermath of the Covid-19 pandemic saw the pace of rental growth accelerate in Harrow. Between August 2022 and December 2023, annual rental growth exceeded 10%, peaking at 16% in the year to June 2023.

Rental growth has now slowed as renters hit an affordability ceiling with the average London renter now spending 39% of their income on rent, according to Homelets. Annual growth to August 2024 was 2.6% in Harrow, compared to 1.8% in London and 4.5% across the UK.



Growth to Aug-24 since	Harrow	London	UK
Aug-20 (4 years)	30%	32%	33%
Aug-22 (2 years)	17%	13%	15%

5

**Co-living Demand**

# Harrow has around 11,500 people in its 'target market' with a large population of affluent young adults living in the PRS making it a good location for Co-living where there is likely high local demand



## Estimating the 'target market' for Co-living

We estimate there are 2 million people in the target market for Co-living across the UK. These are defined as people that meet all the following criteria:

1. Currently live in the private rented sector.
2. Are between 18-40 years of age.
3. Live in households without children.
4. Are classified within an affluent demographic, with a high propensity to live in shared accommodation.^

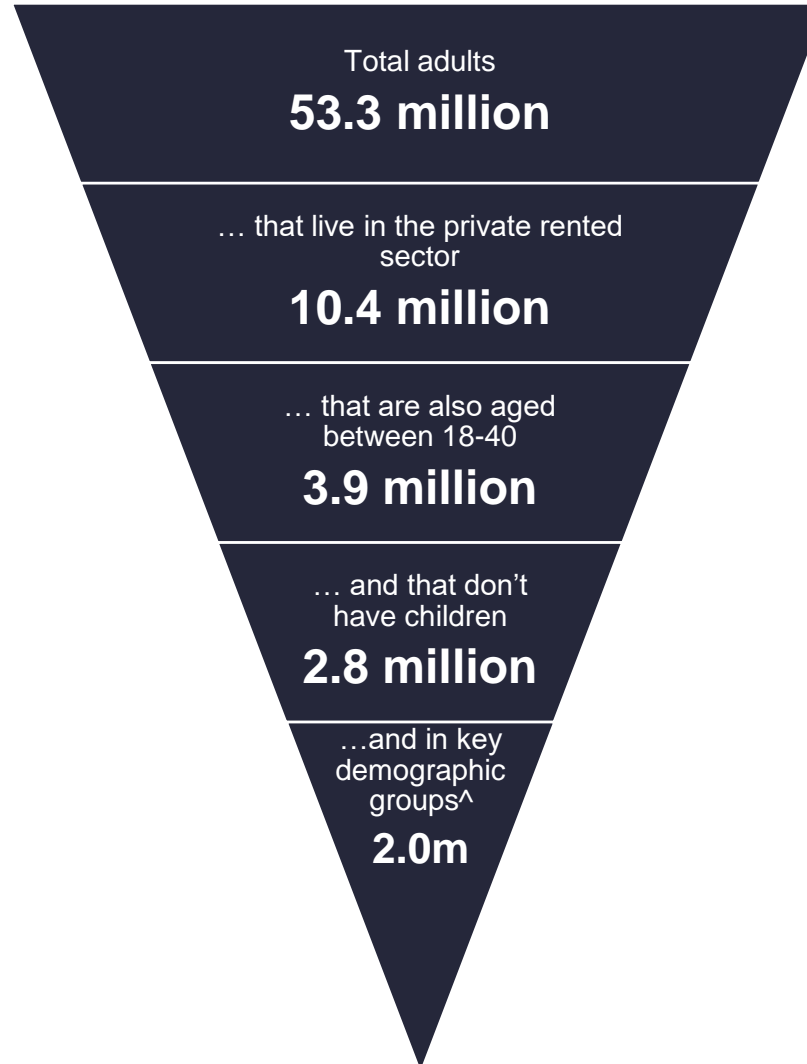
London is by far the largest market with around 640,000 people that meet all the above criteria. Nearly a third of the UK's total Co-living market currently lives in the capital.

Harrow has around **11,500** people in its target market which puts it in 24<sup>th</sup> place compared to other London Boroughs. Brent, where nearly a quarter of movers to the Local Area come from (slide 19), has a target market of 24,000.

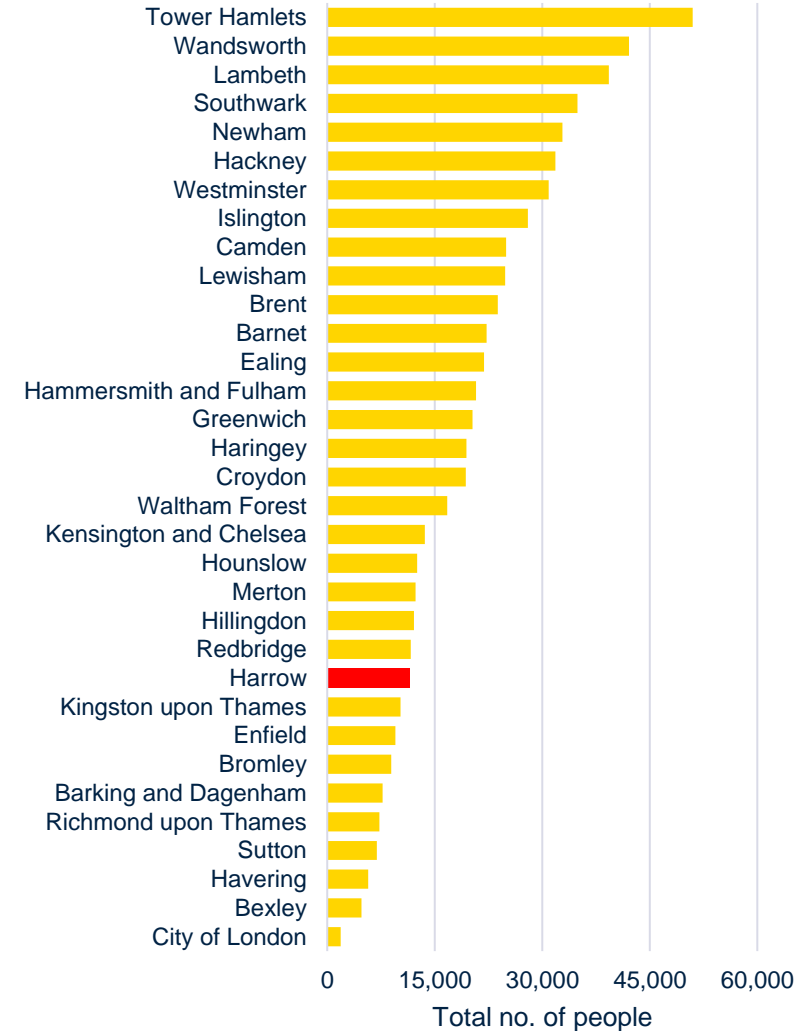
A Co-living scheme could continue to draw people from the wider north west London market who would be a benefit to employers attracting talent with the increased spending they also bring.

In short, Harrow has a large population of young adults without dependents living in the private rented sector who are characterised as affluent making it a good location for Co-living where there is likely high local demand.

## Filtering to estimate the UK's Co-liv 'target market'



## London's Co-liv target market by local authority



# We have used Experian data to estimate the size of the 'Core Target Market'

## What is Experian?

Experian's Mosaic geodemographic data is a UK consumer classification providing a detailed understanding of the demographics, lifestyles, behaviour and locations of all individuals and households in the UK.

It provides data at household level on tenure, no. of adults and age of head of household, whether children are present at the address and household income.

Mosaic UK classifies all individuals, households or postcodes in the United Kingdom into a set of 15 lifestyle types. There are 15 groups, which breakdown into 66 household types.

A total of 332 data elements have been used to build this latest version of Mosaic UK. Most of the information comes from Experian's UK ConsumerView Database, which combines public and Experian proprietary data and statistical models.

These include the edited Electoral Roll, Council Tax property valuations, house sale prices, self-reported lifestyle surveys, term time students from HESA, social housing information from NROSH, broadband speed information from OFCOM, and other compiled consumer data.

The table to the right shows the different groups in descending order of affluence.

Mosaic Group	Description
Prestige Positions	Established families in large detached homes living upmarket lifestyles
City Prosperity	High status city dwellers living in central locations and pursuing careers with high rewards
Country Living	Well-off owners in rural locations enjoying the benefits of country life
Domestic Success	Thriving families who are busy bringing up children and following careers
Senior Security	Elderly people with assets who are enjoying a comfortable retirement
Urban Cohesion	Residents of settled urban communities with a strong sense of identity
Suburban Stability	Mature suburban owners living settled lives in mid-range housing
Rural Reality	Householders living in less expensive homes in village communities
Aspiring Homemakers	Younger households settling down in housing priced within their means
Rental Hubs	Educated young people privately renting in urban neighbourhoods
Modest Traditions	Mature homeowners of value homes enjoying stable lifestyles
Vintage Value	Elderly people with limited pension income, mostly living alone
Family Basics	Families with limited resources who budget to make ends meet
Transient Renters	Single people renting low cost homes for the short term
Municipal Tenants	Urban residents renting high density housing from social landlords

Most affluent



Least affluent

# Rental hubs (educated young people privately renting in urban neighbourhoods) are the dominant demographic in the local area

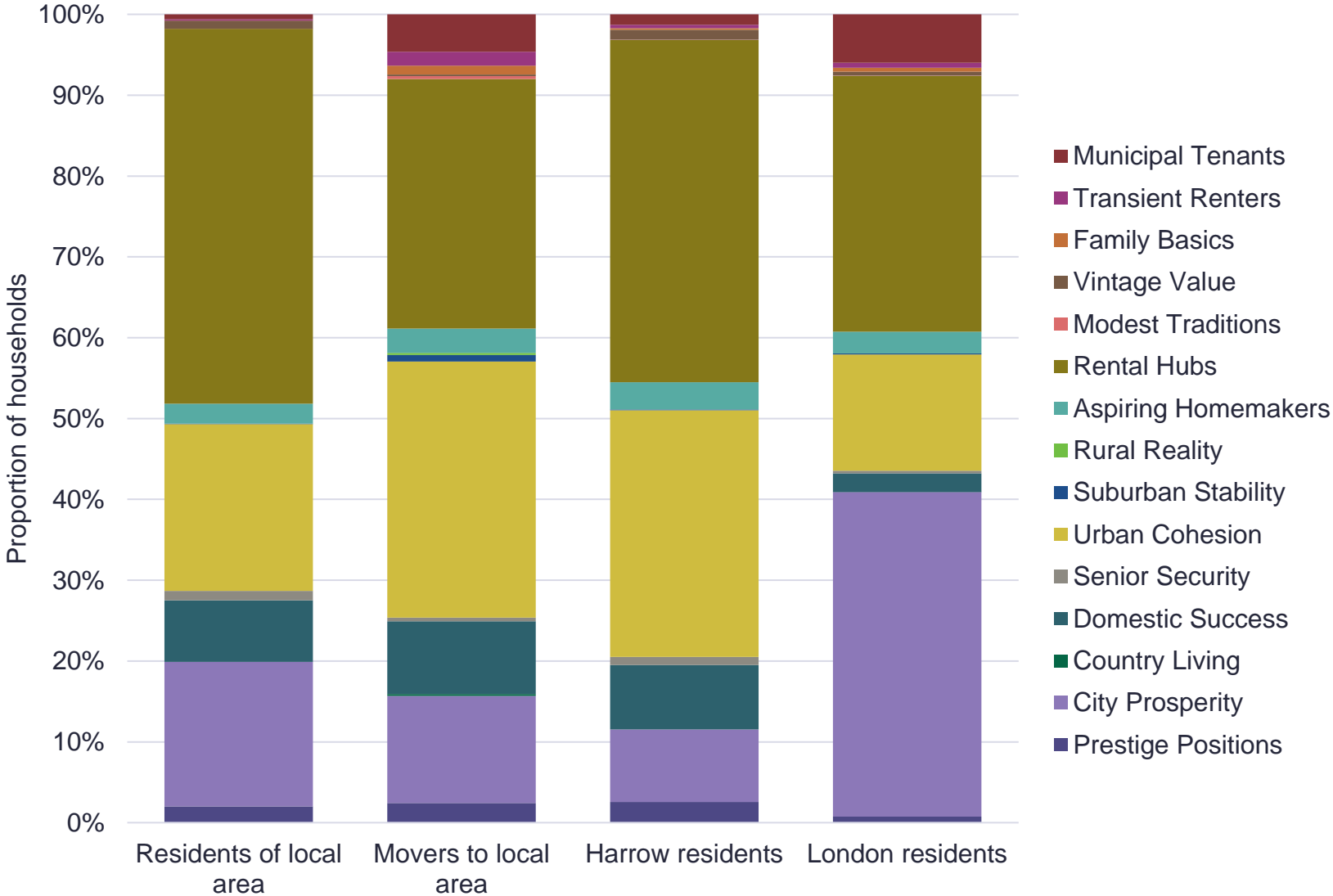


Using Experian Mosaic, we can identify the size of relevant demographic groups in a market. Experian’s modelling suggests there are around 17,680 households within the local area. 40% of those, equal to 7,130 households are in the PRS.

In the local area, Rental Hubs make up the largest demographic (46%) in the local population. This group is described as ‘Educated young people privately renting in urban neighbourhoods.’ This is also the second largest demographic amongst PRS movers (31%) to the local area alongside Urban Cohesion (32%).

Whilst Co-living will add to the number and proportion renting within the local area and Harrow, the flexibility and serviced offer could attract a new demographic who may have gone elsewhere looking for greater housing choice.

Co-living also has the potential to free up larger family housing, that could be occupied by families. Urban Cohesion are typically families described as ‘Residents of settled urban communities with a strong sense of identity’.



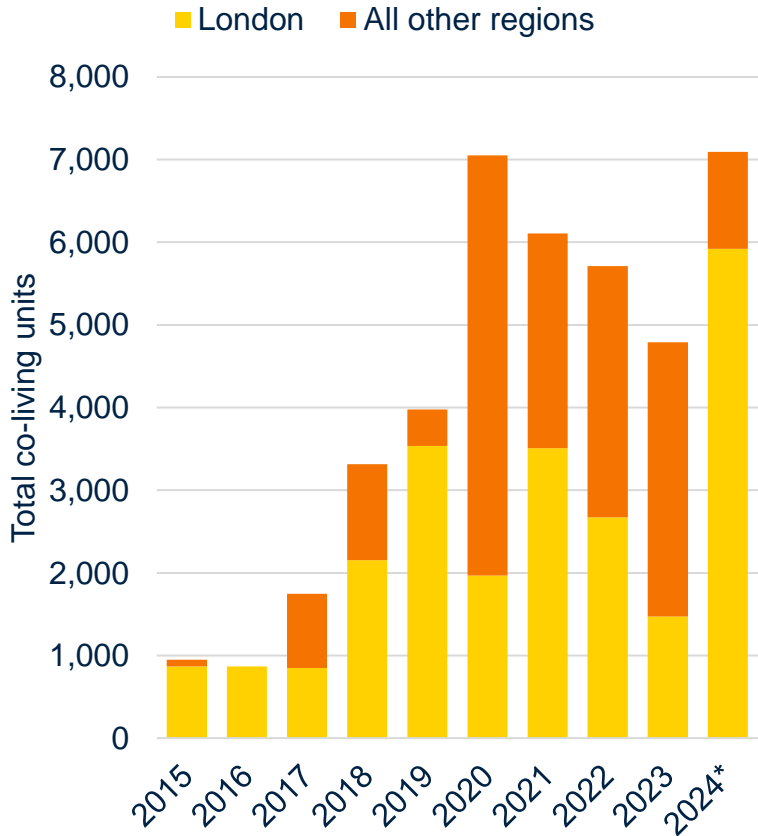
6

**Co-living Supply**

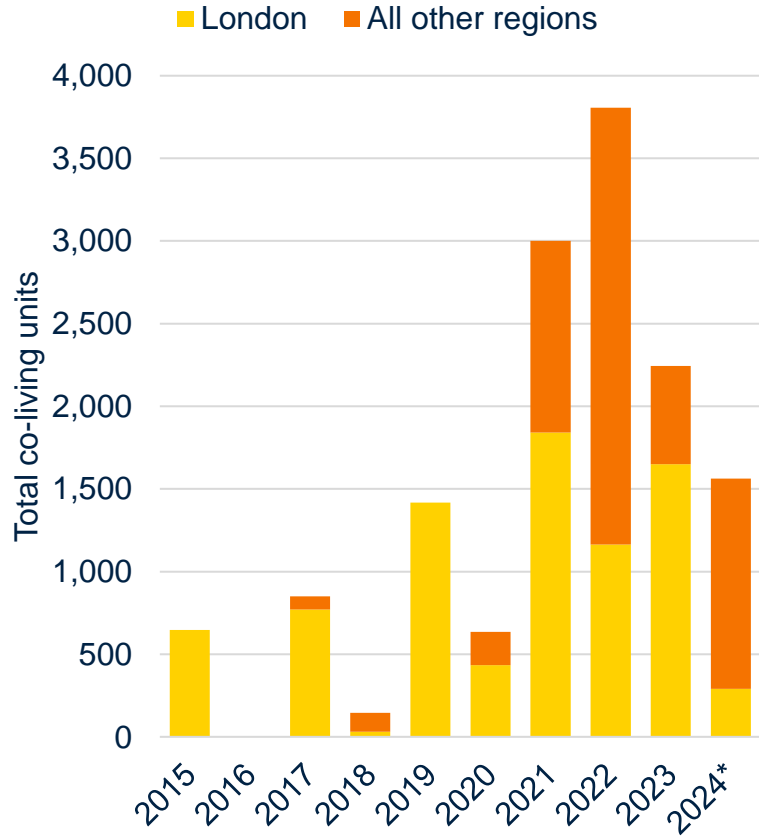
# Co-living is still a very nascent sector but is growing quickly

Co-living is a growing part of the wider BTR market with the number of applications continuing to increase. There are now c.8,850 operational beds across the UK, two thirds of which are in London. Much like the wider BTR market, London led the way in the delivery of operational Co-living units. 88% of units delivered by the end of 2023 were in London, but other regional cities are now catching up, both in applications submitted and schemes coming out the ground and being completed. The sector is set for further growth, with an additional 3,585 units expected to complete in 2025.

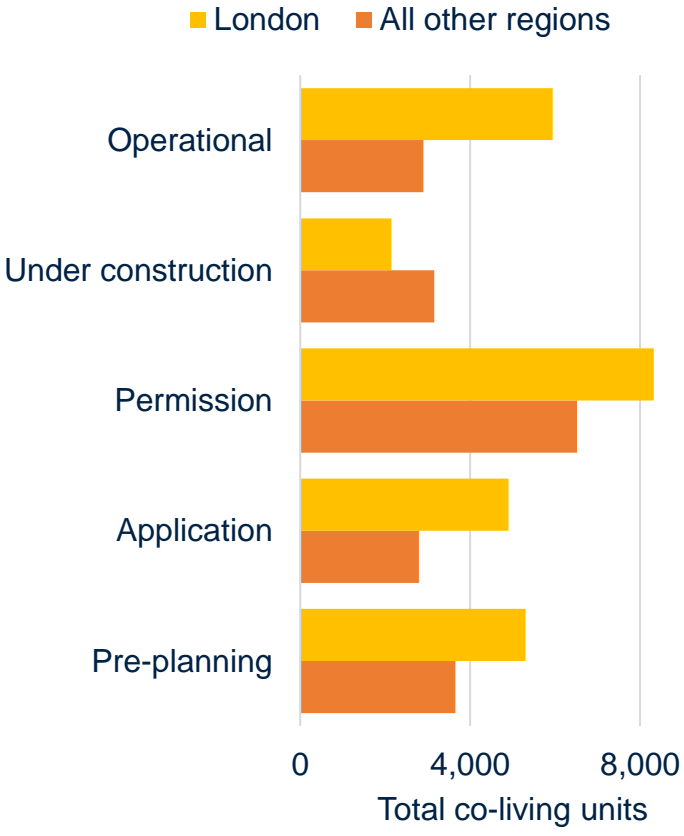
**Co-living beds submitted**



**Co-living beds starting construction**



**Operational and pipeline by status**

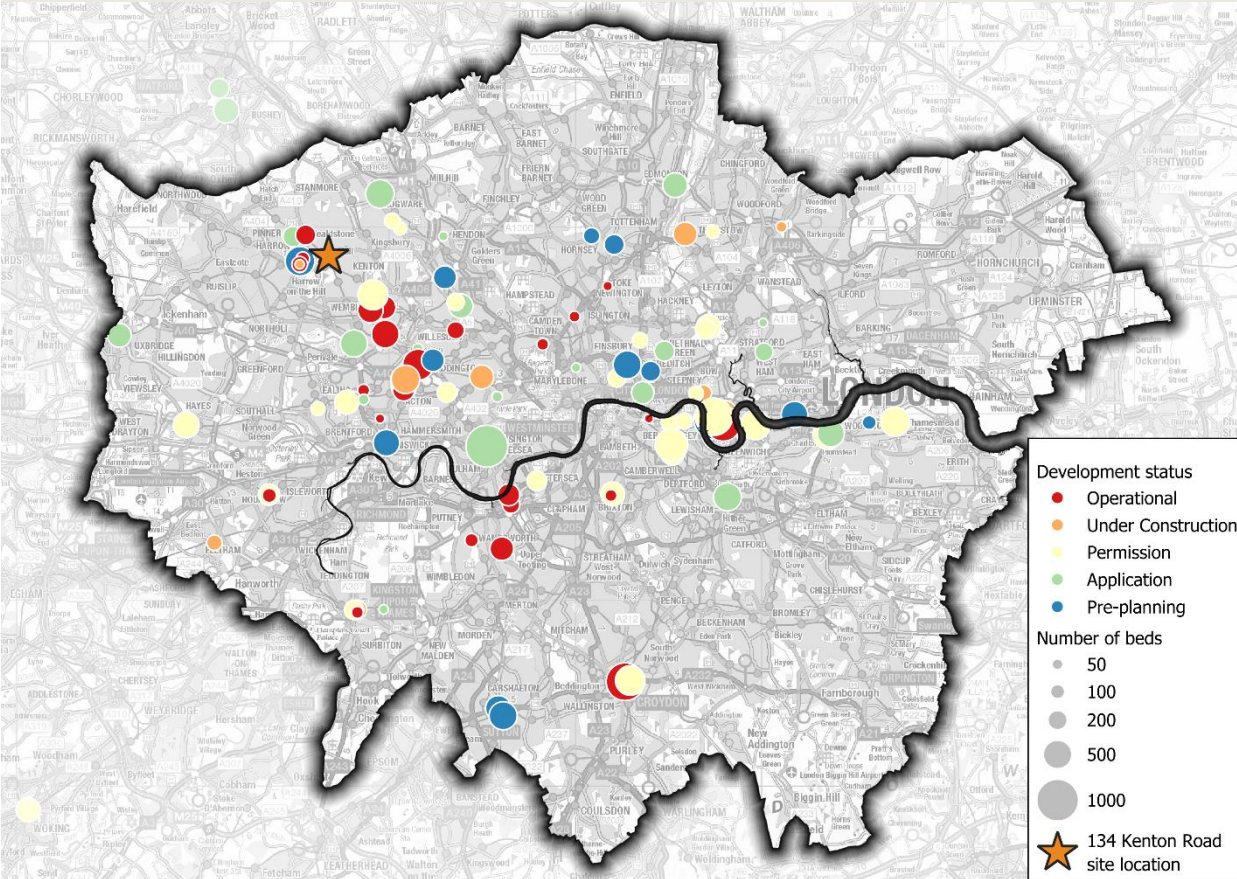




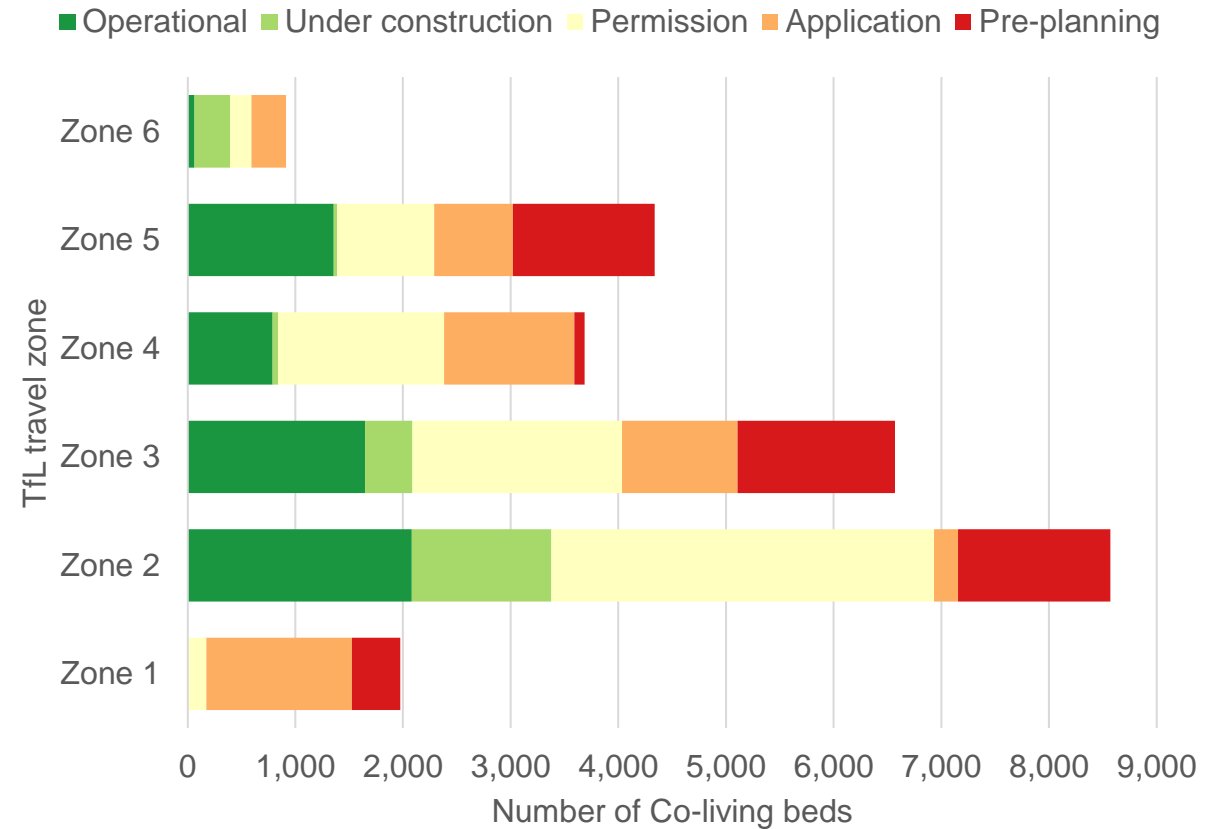
# Co-living is coming through across all types of locations in London. Both inner and outer London as well as both high and low value locations

Co-living is coming through in various different locations across London. Although there is a large spread across both inner and outer London as well as across all TfL travel zones, the majority of the pipeline (including operational, under construction, permission, application and pre-application (where known)), is coming through in Zones 2 to 4. Across these three travel zones, 75% of schemes and 72% of the Co-living beds are located.

### London's Co-living pipeline



### London's Co-living pipeline by TfL Travel Zone



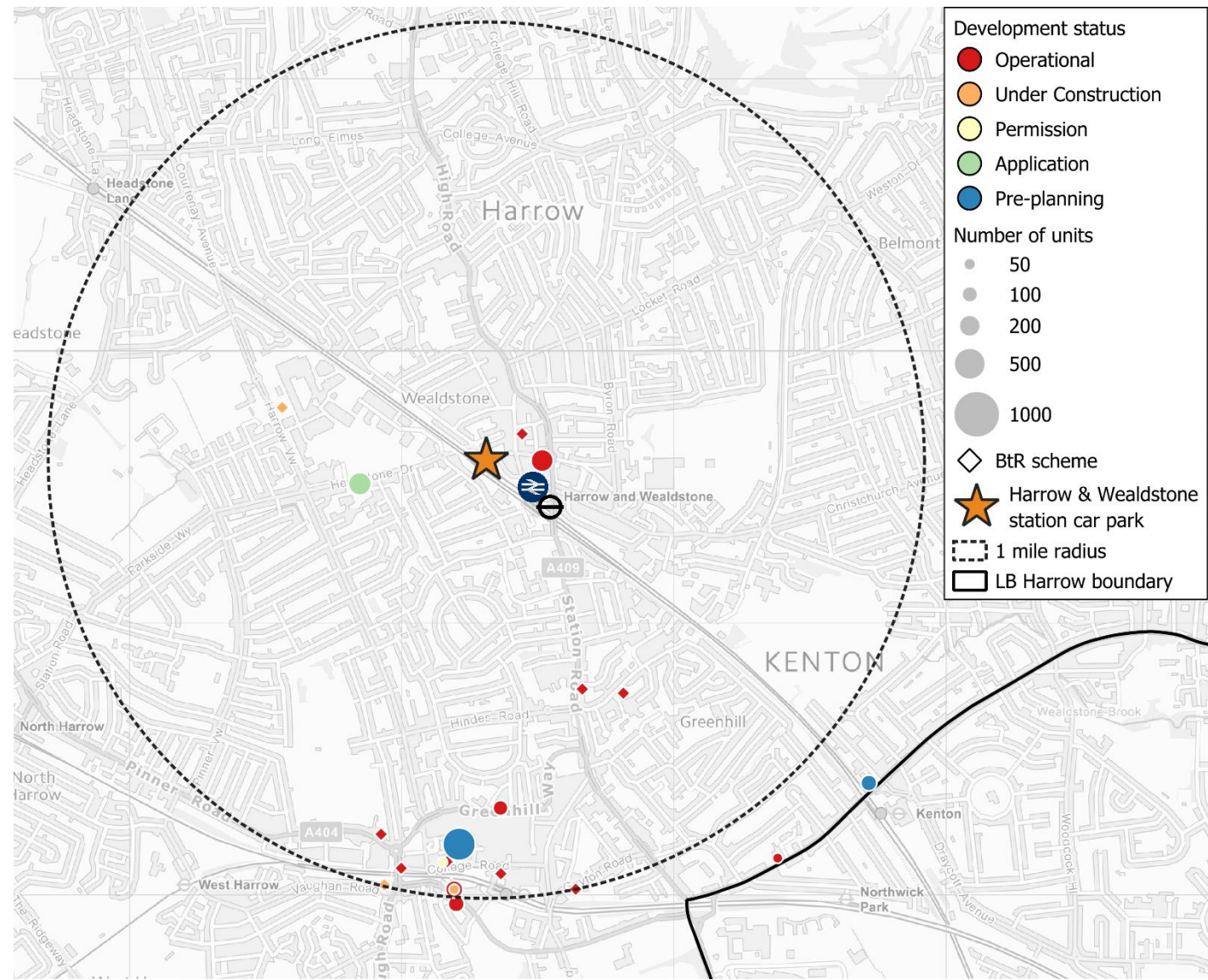
# Build to Rent is largely concentrated in and around Harrow-on-the-Hill town centre

In Q3 2024 there were 1,292 operational BTR homes across 15 schemes with a further two under construction in Harrow. These schemes are largely centred around Harrow-on-the-Hill. There are five operational Co-living schemes with 572 beds located in Harrow. One more is currently under construction (32 beds) with three others further back in the process (760 beds).

The institutional BTR market has seen a huge expansion over recent years as more renters demand the professionalisation of rented housing, away from smaller buy-to-let landlords due to improved services and on-site amenities. Co-living is the next logical step as renters demand a more affordable product but with greater levels of amenity, community and social interaction. The delivery of Co-living schemes will create further choice in the Harrow rental market.

In terms accounting Co-living towards housing delivery the London Plan stipulates, non-self-contained communal accommodation should count towards meeting housing targets on the basis of a 1.8:1 ratio, with one point eight bedrooms/units being counted as a single home. This is lower than the 2.5:1 ratio for student accommodation. Co-living therefore makes a greater contribution to housing delivery with the potential to free up housing across the wider PRS market for use of others, including families.

The size of the potential target market for Co-living, across both Harrow and the wider London market, with people priced out of home ownership and looking for better quality rented accommodation with a community aspect, means further supply is needed to meet this demand.



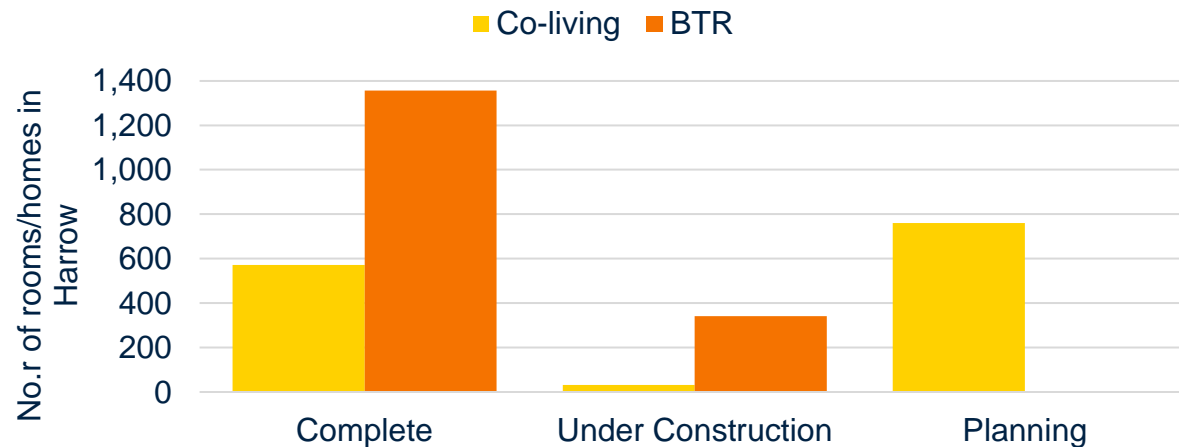
# Pipeline Summary across Harrow local authority

## Co-living

Site Name	Status	Rooms
1 Greenhill Way	Operational	89
33-39 Lowlands road	Operational	104
The Heights, 59-65 Lowlands Rd (Conversion)	Operational	125
Folk at The Palm House	Operational	222
Astra House	Operational	32
The Heights, 59-65 Lowlands Rd (Extension)	Under Construction	32
116 College Road	Permission	28
Kodak Factory	Application	232
Queens House Car Park, Kymberley Road	Pre-planning	500
134 Kenton Road	Pre-Planning	103

## Build to Rent

Site Name	Status	Homes
Bradstowe House	Complete	177
The Hub (First National House)	Complete	84
Kingsbury Central / Ethelred Court (Metro House)	Complete	64
Lexicon (Sonia Court + Library + Car Park)	Complete	53
Kap House (Research Services House)	Complete	73
Kirkfield House	Complete	53
The Heights	Complete	120
Premier House	Complete	112
Greenstock Lane (Quality Hotel Harrow)	Complete	40
Eden House (Intershop House)	Complete	73
88-98 College Road	Complete	37
Broad House (Imperial House)	Complete	215
Middlesex House	Complete	173
2 Dalston Gardens	Complete	24
180-188 Northolt Road (ATS House)	Complete	28
190-194 Northolt Road	Complete	30
Harrow View East (Kodak)	Construction	308
Vaughan Road Car Park	Construction	33
134 Kenton Road	Pre-Planning	112



7

**Conclusion**

# Conclusion

Harrow needs to substantially increase its housing delivery. It has delivered 613 net new homes on average over the past 3 years. This is well below its Standard Method housing target of 1,516 new homes, and substantially lower than the new target of 2,294 new homes, as set out in the new NPPF (December 2024).

The local authority is set to see an increase in its population, especially those aged in their 20's. It is also forecast to see an increase in the number of jobs. Combined this will provide greater demand and need for new housing.

Harrow is already relatively unaffordable with median house prices 14 times higher than median incomes. This makes it very hard for first-time buyers to get on the housing ladder. To buy the average priced flat of £367,000, buyers would need an income of £73,340 and a deposit of £36,670 with a 90% loan to value.

This means creating further choice in the PRS is even more important. Due to the inability for lots of young people to get on the housing ladder, the PRS has grown substantially over the past decade. However, the quality can often be mixed, which is why Build to Rent, and more recently Co-living schemes have entered the market. The latter offers good quality, well managed buildings with lots of amenities and community, albeit they are more affordable.

The PRS market in Harrow has suffered from a supply and demand imbalance with a shortage of listings which has fed through to increasing values.

We estimate Harrow has around 11,500 people in its Co-living target market with a large population of young adults without dependents already living in the PRS who are characterised as affluent making it a good location for Co-living where there is likely high local demand.

Harrow has around 572 operational Co-living beds, a further 32 currently under construction and a further 760 at various stages of planning. Therefore further supply of Co-living is needed to meet demand.

With a ratio of 1.8:1 in terms of Co-living's additionality to housing targets, the delivery of Co-living in Harrow can go some way to help meeting housing demand across borough whilst also offering greater choice and affordability to those priced out of home ownership.

---

# Important Note

---

Finally, in accordance with our normal practice, we would state that this report is for general informative purposes only and does not constitute a formal valuation, appraisal or recommendation. It is only for the use of the persons to whom it is addressed and no responsibility can be accepted to any third party for the whole or any part of its contents. It may not be published, reproduced or quoted in part or in whole, nor may it be used as a basis for any contract, prospectus, agreement or other document without prior consent, which will not be unreasonably withheld.

Our findings are based on the assumptions given. As is customary with market studies, our findings should be regarded as valid for a limited period of time and should be subject to examination at regular intervals.

Whilst every effort has been made to ensure that the data contained in it is correct, no responsibility can be taken for omissions or erroneous data provided by a third party or due to information being unavailable or inaccessible during the research period. The estimates and conclusions contained in this report have been conscientiously prepared in the light of our experience in the property market and information that we were able to collect, but their accuracy is in no way guaranteed.