

A Broad Rental Market Area is an area *‘within which a person could reasonably be expected to live having regard to facilities and services for the purposes of health, education, recreation, personal banking and shopping, taking account of the distance of travel, by public and private transport, to and from those facilities and services.’*

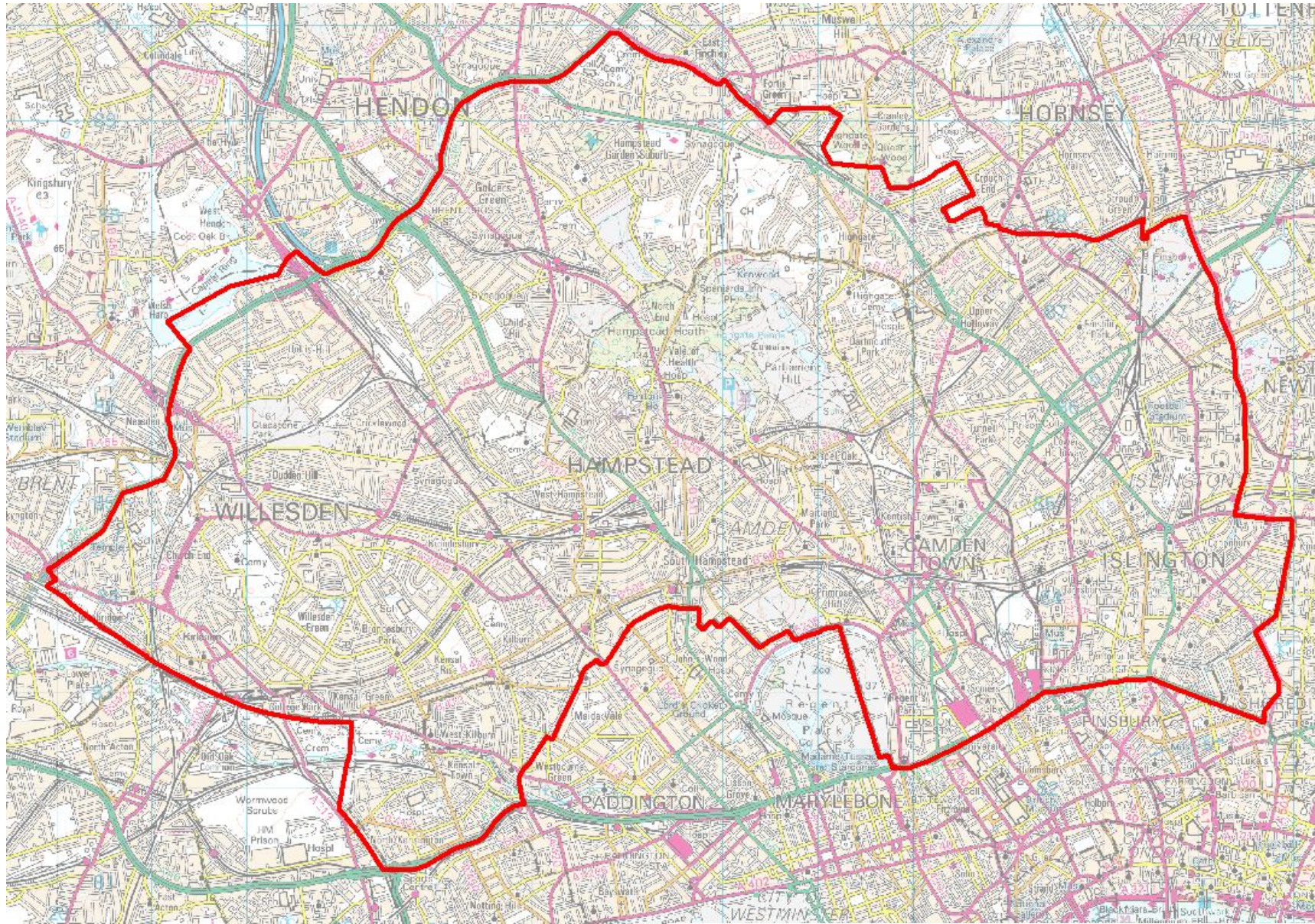
A BRMA must contain *‘residential premises of a variety of types, including such premises held on a variety of tenures’, plus ‘sufficient privately rented residential premises, to ensure that, in the rent officer’s opinion, the LHA for the area is representative of the rents that a landlord might reasonably be expected to obtain in that area’.*

[Legislation - Rent Officers (Housing Benefit Functions) Amendment (No.2) Order 2008]

INNER NORTH LONDON

Broad Rental Market Area (BRMA) implemented on 1st October 2009

Map of the BRMA



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Overview of the BRMA

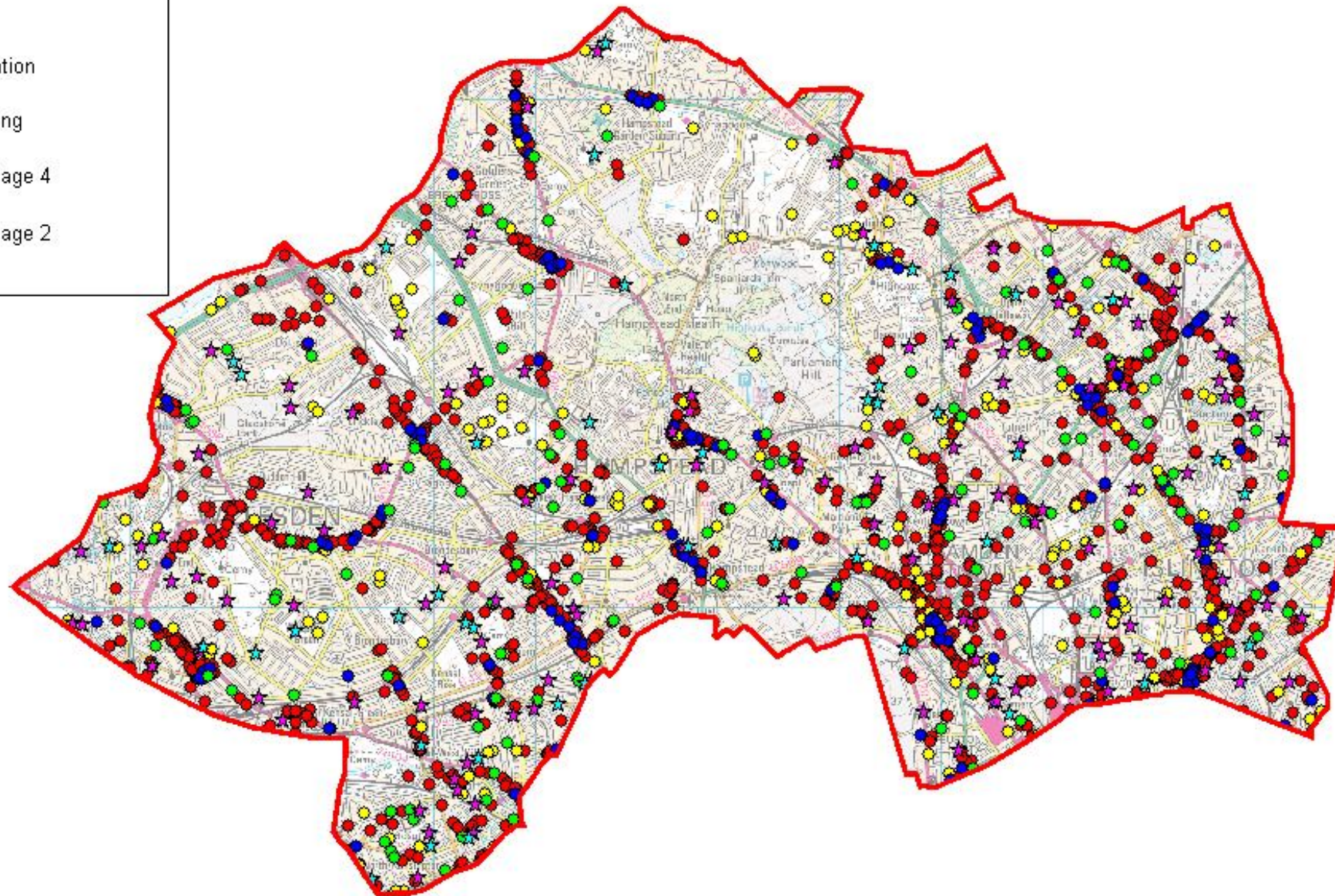
The above map shows Islington, Camden Town, Holloway, Kilburn, Willesden and their surroundings within a boundary marked in red. Mostly densely populated, it is a residential, inner city area mixed with plenty of commercial activity. The BRMA includes Hampstead and Highgate, noted for their village and rural character. The BRMA measures about three and a half miles from Hampstead Garden Suburb and Golders Green in the north to the BRMA boundary in the south, and about six and a half miles from Highbury in the east to Dollis Hill in the west.

The BRMA contains many historic points of interest and well known attractions, such as the substantial green spaces of Hampstead Heath and Arsenal Football Club's Emirates Stadium.

This BRMA is nearly all confined within Transport for London Zone 2 and is served in its eastern half by three tube lines running northwards from Euston and Kings Cross providing immediate links to Islington, Highbury and Holloway. Westward links are provided by overground rail lines to Willesden Junction and Harlesden. Buses circulate throughout the BRMA.

Identification of Health, Education, Recreation, Banking and Shopping (HERBS)

- Health
- Banks
- Recreation
- Shopping
- Key Stage 4
- Key Stage 2



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The above map shows how the facilities and services (HERBS) are distributed. They can be seen mainly concentrated in the east and west of the BRMA, along high streets in Islington, Camden, Kilburn and Willesden.

Accessibility to facilities and services

(Information sourced from publicly available websites)

From	To	Time by Car	Distance By Car (based on the quickest rather than the shortest route)	Time By Bus	Time By Train	Time By Tube	Remarks (where applicable)
Dollis Hill	Kilburn	18	2.8	38-44	-	25	
Camden	Hampstead	13	2.4	17-43	-	7	
Camden	Willesden	33	5.9	51-54	31	37	
Holloway Road	Archway	4	1.6	20	-	21	
Holloway Road	Finsbury Park	3	1.2	20		3	
Finchley Road	Cricklewood	11	2.6	23	-	-	
Finchley Road	Kentish Town	13	2.2	43	-	31	
Kilburn High Road	North Kensington	19	3.5	31	-	34	
Kilburn High Road	Willesden Junction	18	3.8	32	11	-	
Kilburn High Road	Harlesden	18	4.5	26	21	-	

The above table shows the approximate distances in miles and journey times in minutes from locations within the BRMA. Most journeys are under an hour, demonstrating the reasonableness of accessibility to the main facilities and services. By implication the table also indicates that journeys to and from nearer destinations are also reasonable.

Variety of Property Types and Tenures

	Totals
Variety of Property Types	
All Household Spaces (Total)	247618
In an Unshared Dwelling	231626
House or Bungalow (Subtotal)	65661
Detached	7818
SD	21267
Terr or ET	36576
Flat, Maisonette or Apartment (Subtotal)	176731
Flat, Maisonette or Apartment: In a Purpose-Built Block of Flats	97429
Flat, Maisonette or Apartment: Part of a Converted or Shared House	73786
Flat, Maisonette or Apartment: In a Commercial Building	5517
Caravan or Other Mobile or Temporary Structure	254
In a Shared Dwelling	4971
Variety of Tenure Types	
All Households (Total)	241423
Owned (Subtotal)	95378
Owned: Owns outright	35525
Owned: Owns with a mortgage or loan	52496
Owned: Shared ownership	2425
Social rented (Subtotal)	90562
Social rented: Rented from Council (Local Authority)	55902
Social rented: Other social rented	31977
Private rented (Subtotal)	50533

The figures in bold in the above table show the number of houses and flats in the BRMA and how many of them are owned, socially rented and privately rented. The other figures show sub categories. The table demonstrates that the BRMA contains a variety of types of residential premises and that they are held on a variety of tenures.

Note: The table was compiled by matching the Office of National Statistics 2001 Census data as closely as possible to the BRMA map boundary.

Sufficient Privately Rented Premises

The table shows 50,533 privately rented premises in the BRMA.

We would expect to collect approximately 15% of the private rented sector market; this would be about 7,579 pieces of lettings information to include on our list of rents. This is considered sufficient privately rented residential premises to ensure that, in the Rent Officer's opinion, the Local Housing Allowance for tenancies in the area are representative of the rents that a landlord might reasonably be expected to obtain in that area.