

Work undertaken by the Tourism Task Group

(NOTE THAT "SUMMARY" and "SUGGESTED RECOMMENDATIONS" ARE WORK IN PROGRESS (wip))

Date	Participants	Brief summary of discussion – WIP	Suggested recommendations – WIP
5 December 2006	Saida Ladha, Business Development Manager	Saida is main point of contact for tourism	Appoint tourism officer
11 January 2007	Prafula Shah, Wembley Marketing and Communications Manager	Update on Prafula's work on promoting Wembley	Tourism officer/resource Develop strategy Get visitors from Wembley to other parts of Brent Engage partners in tourism
1 st February 2007	Andy Donald, Assistant Director, Regeneration	Look a how regeneration work supports tourism	Need to clear about exactly what we want to achieve from a tourism post – is this what the council should focus resources on? There is value in working with Quintain on tourism and developing business tourism role.
22 nd February 2007	Marianne Locke, Assistant Director, Arts and Regeneration	Look at how culture and arts initiatives supports tourism	Short term post based around Wembley offer. Develop website with links to Visit London Develop package of information on things to do in the borough.
15 th March 2007	Osita Uddenson, Wembley Town Centre Manager and Samuel Caldbeck Harlesden Town Centre Manager	What is being done to promote town centres and how this needs to be improved	Appoint tourism officer, with tourism steering group as a prerequisite to develop ideas

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5 th April 2007	Chris Walker, Director of Planning	How planning supports tourism in the borough	
25 th April	Bianca Lapins, Tourism Development Manager, London Development Agency	The work of the LDA in supporting tourism in West London	Employ a tourism officer and work with other partners including LDA to develop the visitor economy in Brent.