



## Overview and Scrutiny Committee 30<sup>th</sup> May 2007

### Report from the Director of Policy and Regeneration

For Action

Wards Affected:  
ALL

## Tourism Task Group - Update

### 1.0 Summary

1.1 This report provides an update on the work of the tourism task group

### 2.0 Recommendations

2.1 Members are asked to note the interim proposals and recommendations of the task group

### 3.0 Detail

3.1 At the last meeting of the Overview and Scrutiny committee, members received an oral update on the work of the tourism task group from it's chairman, Cllr Dunwell. It was also agreed that a draft report would be brought to this meeting. The task group have now concluded their main deliberations and are in the process of finalising their report. A final version will go the next meeting of this committee.

### 3.2 Definition of Tourism:

Tourism services are often described as the visitor economy and refer to "people travelling to a destination from their homes for a variety of temporary purposes." This relates not only to holidays but also business, conferences, visiting friends and family, shopping and leisure.<sup>1</sup>

It is also very important to include within any such definition that tourism needs to be divided into two basic categories; i.e. "Internal" to Brent and "external" to Brent; visitors originating from within Brent and visitors originating from outside Brent respectively.

<sup>1</sup> The Role of Local Authorities in Tourism: A position Statement from the Local Government Association.

3.3 Brent has attractions that will bring in visitors from outside the borough such as Wembley Stadium, Wembley Arena, Hotels, Restaurants and award winning parks. A draft list is attached at **Appendix A**. Although activities, events and venues within Brent are currently advertised to Brent residents the possibilities of travelling to another part of Brent “for a day out” does not seem to be emphasised!

There is currently no dedicated resource or specific directorate responsibility to develop the borough’s overall visitor economy and to comprehensively co-ordinate the good works of existing efforts. Some aspects of Tourism / Visitor Services are being delivered and delivered well, but in a piece-meal fashion.

3.4 This means that any benefits to local people, the community at large and a positive contribution to Brent Council finances are incidental. Brent is not able to take full advantage of opportunities to work with neighbouring boroughs and develop partnerships to grow the Tourist economy. There is also a significant market for friends and family visitors to the borough that is currently not being targeted. Brent has third highest concentration of hotels in London after central London and Heathrow and more work needs to be done to direct visitors staying at these hotels to local restaurants and attractions.

3.5 The task group were thorough in their investigation and had discussions with a wide range of internal and external stakeholders. A full list of these activities are attached at **Appendix B**.

#### **4.0 Initial Recommendations of the task group**

4.1 Having considered the issues the task group has so far developed the following recommendations about how tourism services should be delivered in Brent:

4.2 That the Council either redefine an existing post, create a new position or use a “hands –on” consultant , alone or in combination, to co-ordinate tourism efforts across the council sectors and with commercial and private sectors. Objectives should, at least be to:-

- Complete the development and implementation of the tourism strategy
- Market attractions in Brent around themes such as sport and entertainment, eating out, open spaces, religion and architecture
- Work closely with our major developers e.g. Wembley Stadium plc, Quintain, to co-ordinate marketing strategies between for example Wembley Stadium and surrounds and other attractions in Brent
- Develop initiatives that encourage Wembley / Wembley Stadium visitors to visit other attractions within our borough
- Develop the council’s “business tourism” product
- Develop a BRAND name for Brent most probably connected to the Wembley stadium and it’s surrounding complex.
- Work with local businesses and partners to develop promotion material around themes, for example working with restaurants to develop leaflets on eating out within Brent.
- Use our numerous cultural festivals to further attract residents from surrounding areas.

## 5.0 **Next steps**

- 5.1 The task group is now concluding the main part of its group meetings and group deliberations and is in the process of finalising work including the full report and its appendices.
- 5.2 The task group Chairman Cllr Robert Dunwell will be attending the Overview and Scrutiny committee to present this report and take questions. If you would like to contact him his details are as follows:

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