

Summary of the nine councillors responses to tourism survey – Appendix A

<p><b>Are there any places of interest within your ward that you consider are attractive to tourists? (both leisure or business)</b></p>
<p>You have heard about Harlesden now visit it and discover it is just a place where people live. Jubilee Clock,</p>
<p>On Ealing road you can find everything like fruits and vegetables, Sarees &amp; Dress, Gold smith, Butchers, Asian Pan, Restaurant, Money transfer facility, Church, Mosque, Temple apart from proper parking Ealing Road &amp; High Road used to be very interesting place for visitors &amp; also the Temples and Mosque in the area but due to strong parking enforcement and lack of parking space people is deserting this area. In fear of getting parking ticket people prefer to go for shopping with peace of mind where they can park easily so unless we will improve proper parking space its hard to attract visitors.</p>
<p>These are not in my ward - but if you're interested in historic buildings, then please consider</p> <p>a) Old St Andrews Church in Welsh Harp ward - a Saxon church incorporating some Roman material - no longer used as a church</p> <p>b) St Mary's Church, Willesden (in Neasden Lane) Dudden Hill Ward - Mediaeval church - I believe that there were pilgrimages there before the Reformation. Ealing Road Shops are generally found interesting by visitors to the area (also the Temples and Mosque in the area)– but there are difficulties in seeing how to capitalise on this, because of the traffic problems in Ealing Road</p>
<p>A point of interest in my ward is the award winning Roundwood park</p>
<p>Some of the best Portuguese restaurants in London. Some of the finest ethnic food stores around providing authentic Caribbean, sub-continent and European produce</p>
<p>Gladstone Park Dollis Hill House Welsh Harp SSSI Welsh Harp EEC 'Churchill's Bunker' Café on the Hill Stable's Gallery</p>
<ul style="list-style-type: none"> <li>• Gladstone Park</li> <li>• Dollis Hill House</li> <li>• Café on the Hill</li> <li>• Stables Gallery</li> </ul>
<p>King Edward VII Park</p>

Preston Park  
The Preston Pub

The Bridge Road and Wembley Park area shops (not in my ward, but the shopkeepers have been very keen not to be ignored in the whole regeneration strategy and some nod to their existence should be made)

Only a few buildings of minor architectural interest (eg St John's Church). You could not build a business proposition around it.

**What specific things could help to boost tourist activity within your ward? (if appropriate)**

Some coffee shops (instead of chicken takeaways) -

Improvement of the traffic in Ealing Road & Parking is the biggest problem in Wembley. If we will improve parking facility then only shopper is going to return back to Ealing road. Ealing road is a hot spot for Asian people but as like Southall or Leicester's Belgrave Road there is not enough parking place around Wembley.

Improvement of the traffic in Ealing Road

General Town Centre management - the work done in giving Willesden Green town centre a face lift is essential to tourism in this area

In one word, money. Give shop fronts a facelift, promote the true side of Harlesden not the negative one expressed continually in the media and attributed to Harlesden as a cipher for "*black crime*". Get graffiti removed from private buildings and bus stops and especially tube stns (Willesden Jct & Harlesden). These are the gateways and transition points for potential visitors and if it looks tatty on their way through they're hardly going want to step off and explore further.

- Churchill's Bunker open more often.
- £150,000 budget allocation to provide all weather activities area in Gladstone Park.
- Match fund Ken Livingstone's offer to help save Dollis Hill House. Support the action plan to save Welsh Harp EEC

- £150,000 budget allocation to provide all weather activities area in Gladstone Park, and also provide the relevant assistance to ensure that Gladstone Park is maintained properly with the relevant resources, as it is an integral tourist attraction in Dollis Hill and in Brent.
- Match fund the Mayor of London, Ken Livingstone's offer to help save Dollis Hill House. This is of great importance, Dollis Hill House holds great historical importance to Dollis Hill and Brent and is a major attraction to visitors in Dollis Hill, due to the close proximity of Gladstone Park.

Mention of local amenities in the Ward with directions of how to get there might draw more people there

**Please comment on any specific areas that you feel the task group could focus**

<b>on: (bullet points please)</b>
Public transport to Central London and to the north –
Without proper shopping centre or cinema complex (like Feltham cineworld or Brent X shopping centre) we can not attract more tourist. Proper swimming pool. Security & safety of tourist and local residents so if they want to hang out for evening or night out,
Improvement of the traffic in Ealing Road
More broadly, the work of the parks committee is important. I understand from Shaun Faulkner that there are national parks competitions which Brent can do well in if resourced which could enhance tourism. By copy I suggest Shaun might wish to send you further details about these.
<ul style="list-style-type: none"> <li>• Focus on the budget package needed because if there is no budget then we are wasting our time doing this and given the present budget situation I doubt whether there will be any at all.</li> <li>• You could ask existing tourist attractions to donate money for a co-ordinated approach to tourism. My feeling is that they are only interested in their own potential clientele and will rely on the collective weight and influence of many individual company budgets attracting extra potential customers rather than having a pooled resource.</li> <li>• Further thought could be given to promoting Brent as a hotel destination for visiting London. It has excellent transport communications and cheaper hotels than central London and any increase will have a knock on beneficial effect for the local economy.</li> </ul>
<ul style="list-style-type: none"> <li>• Churchill's Bunker open more often.</li> <li>• £150,000 budget allocation to provide all weather activities area in Gladstone Park.</li> <li>• Match fund Ken Livingstone's offer to help save Dollis Hill House.</li> <li>• Support the action plan to save Welsh Harp EEC</li> </ul>
The Task Group needs to take into account what Regeneration measures are being planned for in the Regeneration area. I know of several ideas being floated that will definitely interest tourists in this area (which they should discuss with the Officers and Lead Member) and they should be included in the report even if not yet actualised.
Developing attractions related to Wembley Stadium (eg restaurants, hotels, shopping)