



**Overview and Scrutiny Committee**  
10<sup>th</sup> October 2007

**Report from the Director of Policy  
and Regeneration**

For Action

Wards Affected:  
ALL

**Tourism in Brent final report of the Overview and Scrutiny  
Task Group**

**1.0 Summary**

- 1.1 To present the final report of the Tourism in Brent report to the Overview and Scrutiny Committee

**2.0 Recommendations**

- 2.1 That the Overview and Scrutiny Committee agree the recommendations of the Tourism in Brent report
- 2.2 That the report is forwarded to the Executive

**3.0 Detail**

- 3.1 At its meeting on the 19<sup>th</sup> October 2007 the Overview and Scrutiny Committee agreed to set up a task group to investigate the current delivery of tourism services in Brent and how this could be improved.
- 3.2 The task group has met with officers from relevant service departments within the council to discuss how tourism services are delivered. The task group also conducted a survey of Brent Councillors asking them to identify the main attractions within their ward. Discussions were also held with the Tourism manager at the London Development Agency and written briefings were received from neighbouring local authorities on how tourism is delivered in their boroughs.
- 3.3 At the end of their deliberations the task group concluded that there is a need co-ordinate tourism services across the council. To this end the task group has recommended that the Council either redefine an existing post or create a new

position to work with officers in the council and external partners to develop Brent's tourism services.

- 3.4 The task group report has also outlined a range of interventions to enhance the council's tourism product including working with local businesses and partners to market and promote the borough, to develop a brand name and logo for Brent, and to provide a package of information for visitors on things to do in the borough.

#### **4.0 Financial Implications**

- 4.1 None

#### **5.0 Legal Implications**

- 5.1 None

#### **6.0 Diversity Implications**

- 6.1 None

#### **7.0 Staffing/Accommodation Implications (if appropriate)**

- 7.1 None

### **Background Papers**

#### **Contact Officers**

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