

Scrutiny Review Draft Scope	
Proposed Title	Scoping Date
Landau Scrutiny Review	25 August 2015
Criteria and reasons for selecting topic	
<p>The review topic was chosen following a referral from the Public Protection Sub-Committee regarding reviewing the Council's policy on landaus following an increase in the number of complaints throughout 2014 about the amount of horse droppings on the Promenade and about carriage drivers driving down the middle of the road and going through red lights. There had also been an increase in the number of queries concerning the welfare of the horses whilst on the Promenade. In addition, in October 2014 a serious incident took place where a horse was startled and bolted down the Promenade. The carriage in question collided with members of the public on the Promenade and a six year old boy broke his collar bone as a result.</p> <p>A previous scrutiny review of the landau service was undertaken in 2007. Since then, the layout of the Promenade has changed significantly and, in light of the above mentioned increase in complaints, it was therefore considered appropriate for the issue to be considered in detail once more.</p>	
Which objectives within the Corporate Performance Plan does this topic address?	
<ul style="list-style-type: none"> • Expanding and Promoting our tourism, arts, heritage and cultural offer • Encouraging responsible entrepreneurship for the benefit of our communities 	
How is it envisaged that the scrutiny will assist in meeting the objectives listed above?	
<p>The review will examine the current landau operations in light of the increased number of complaints and changes to the Promenade layout to ascertain whether they meet the Council objectives listed above.</p>	
What are the main objectives of the scrutiny?	
<p>To consider the horse, passenger and road safety of the landaus.</p>	
What specific issues will be addressed as part of the scrutiny?	
<p>Consideration will be given to:</p> <ul style="list-style-type: none"> • Data relating to the frequency and types of complaints; • Information relating to the serious incident in October 2014; • Road safety concerns in light of the new Promenade layout; • The welfare of horses in light of the new Promenade layout; • The beneficial impact the landau service has upon tourism in Blackpool; • Identifying required improvements and producing relevant, achievable recommendations 	
What possible outcomes are envisaged in terms of service improvements / benefits to the community?	
<p>The review will help the Licensing department to provide an improved landau service provision, which will enhance the tourist experience and improve safety on the promenade for road users and pedestrians.</p>	
How will the public be involved? (consider invitations / press releases for meetings, consultation with community groups / clubs, etc)	
<p>The Landau Association, landau operators and the Landau driving tester will be invited to provide evidence to the Panel. The Police will also be invited to attend in order to contribute with regards to public road safety.</p>	

How will the scrutiny achieve value for money for the Council / Council Tax payers?
It is expected that the scrutiny review will potentially result in an improved service but at no extra cost to the Council.
What primary / new evidence is needed for the scrutiny?
<ul style="list-style-type: none">• Complaints data• Road Safety information• Information relating to the welfare of horses• Evidence demonstrating the tourism impact
What secondary / existing information will be needed? (include background information / existing reports (consider Internal Audit) / legislation / central government information and reports, etc.
The current Landau licensing policy and landau policies in other local authorities.
Which Council officers / departments will provide information, advice and assistance for the scrutiny?
Sharon Davies, Head of Licensing Services Mark Marshall, Licensing and Health and Safety Manager Jez Evans, Streetscene Manager Philip Welsh, Head of Visitor Economy
What type of meetings (e.g. fact finding, evidence gathering, consultations, questioning, site visits), and how many in number are envisaged for the scrutiny?
Aside from an initial meeting to scope the review, it is proposed that this will be an 'in a day scrutiny review'.
Timescales / likely duration of enquiry
This will be an 'in a day scrutiny review', with a meeting likely to be held in late September/ early October.
Lead Scrutiny Officer
Chris Kelly, Senior Democratic Services Adviser (Scrutiny)
Scrutiny Panel Members
Councillors Hunter (Chairman), Mrs Callow, Henderson MBE, Hutton and O'Hara.