

Community Committee Meeting	
Meeting Date	27 January 2026
Report Title	Annual Parking Report 2024-25
EMT Lead	Emma Wiggins, Director of Regeneration and Neighbourhoods
Head of Service	Martyn Cassell, Head of Environment and Leisure
Lead Officer	Martyn Cassell, Head of Environment and Leisure
Classification	Open
Recommendations	1. To discuss the contents and approve publication of the report on the Council's website.

1 Purpose of Report and Executive Summary

- 1.1 This is the third annual parking report covering the period of the 2024-25 financial year and highlights the key elements of the parking services operation in Swale.
- 1.2 It details the principles we follow, provides financial and performance statistics and explains a number of projects we have undertaken.

2 Background

- 2.1 The parking service can be split into two discrete areas covering on-street parking and off-street parking.
- 2.2 On Street parking restrictions are placed at key locations throughout the borough of Swale to specifically ensure the free flow of traffic and to maintain highway safety for both drivers and pedestrians.
- 2.3 Kent County Council as the highway authority are ultimately responsible for this matter, but in the two-tier county of Kent, this has been delegated to District and Borough Councils, through a memorandum of understanding. We are bound by the Road Traffic Act 1991 which was implemented to de-criminalise illegal parking activity to allow the Police to deal with more serious matters and to free up the magistrate courts that were becoming overwhelmed with parking related issues.
- 2.4 Off-street parking is essential in preventing overcrowding on-street and Councils can operate with greater autonomy in these car parks.
- 2.5 The report highlights the Council's key parking principles and discusses what improvements have occurred throughout the year.

- 2.6 It explains why Civil Parking Enforcement is required and how it operates.
- 2.7 A range of appendices in the annual report show financial and performance statistics.

3 Proposals

- 3.1 To discuss the contents and approve publication of the report on the Council's website.

4 Alternative Options Considered and Rejected

- 4.1 Do nothing – we are not statutorily obliged to produce an annual report, only to provide certain transparency information, which we have already done so on our website.

5 Consultation Undertaken or Proposed

- 5.1 Not applicable.

6 Implications

Issue	Implications
Corporate Plan	A well-balanced parking service provides support to a range of the Council's existing Corporate Plan priorities with a focus on economic development - support for our businesses, residents and visitors, plus reducing the Council's reliance on government-controlled funding sources.
Financial, Resource and Property	The financial figures are contained within the main appendix 'Annual Parking Services Report 2024-25'. Staff resource is spread across on and off-street parking. It focusses on administration, financial reconciliation, repairs and maintenance and ensuring our parking is safe.
Legal, Statutory and Procurement	The main legislation relating to this report is the Road Traffic Act 1991, Road Traffic and Regulation Act 1984 and Traffic Management Act 2004.
Crime and Disorder	Inappropriate parking is anti-social and can cause issues in the community. The use of our enforcement officers mean we are well positioned to report elements of crime and disorder.

Environment and Climate/Ecological Emergency	Maintaining a regular flow of moving traffic is known to reduce emissions. The annual report details the projects we have worked on including installation and operation of EV charging units and supporting some active travel projects.
Health and Wellbeing	Ensuring a clear flow of traffic helps to reduce down air pollution.
Safeguarding of Children, Young People and Vulnerable Adults	Parking enforcement helps to protect young people such as those in and around schools from pavement parking etc.
Risk Management and Health and Safety	Staff are required to regularly inspect our facilities and produce risk assessments to help protect the public.
Equality and Diversity	All members of the community of Swale have a right to expect access to parking. We provide free parking for disabled customers. Our pricing is regularly reviewed against other local areas.
Privacy and Data Protection	None applicable.

7 Appendices

7.1 The following documents are to be published with this report and form part of the report:

- Appendix I: Annual Parking Services Report 2024-25

8 Background Papers

None.