

## **The Parking Charter**

**Gateshead Council's approach to parking enforcement is to be fair but firm and the Council's parking charter outlines how we intend to deliver the best possible service to motorists.**

### **Fair**

- We will explain and communicate the parking rules
- Where possible we will photograph parking contraventions to support the issue of a penalty charge notice
- We will regularly monitor traffic signs and road markings to help motorists parking throughout the city
- We will review parking services regularly to see how they can be improved

### **Firm**

- We will take consistent enforcement action to deter inconsiderate parking
- We will pursue people who try and evade penalty charges to recover debt owed to the Council
- We will work with the police to prevent crime and anti-social behaviour and to protect our parking attendants against abuse and violence

### **Best possible service**

- We will reply quickly to representations against penalty charge notices whilst fully investigating motorists' comments
- We will aim to get penalty charge notices right first time using accurate "hand-held" technology
- We will develop on-line services to improve customer access to information
- We will develop the on-street parking service to include: Blue Badge enforcement, school patrols, advice and information and assistance at special events

Civil Enforcement Officers (Parking) will adopt a helpful attitude and a consistent approach to enforcement in order to encourage lawful and considerate parking. Our customer promise is we will always:

- Be professional, fair and courteous
- Be polite, calm and understanding
- Be open and honest
- Offer advice on the appeals procedure if requested