

#### DO NOT IGNORE THIS NOTICE

If the penalty charge is paid not later than the last day of the period of 14 days beginning with the date on which the notice is served, the penalty charge will be reduced by 50 percent. After this date you will be required to pay the full amount. It is your responsibility to ensure that your payment is received by the Council on time. Payments made online or by telephone are the most reliable ways of ensuring that your payment is received on time.

#### HOW TO PAY

Online - visit [www.swale.gov.uk/parking](http://www.swale.gov.uk/parking) where you can pay anytime. Phone - call our 24 hour payment line on 01795 417766

#### OR

Post - Cheques payable to Swale Borough Council. Use the return envelope carrier and payment slip provided. Swale Borough Council cannot be held responsible for any delay or delivery failures in the postal service. Do not send cash through the post.

#### WHAT HAPPENS NEXT

Challenges to Swale Borough Council will be considered prior to a Notice to Owner being served. Submit your challenge online at [www.swale.gov.uk/parking](http://www.swale.gov.uk/parking). Or in writing to Parking Services, P.O. Box No 249, Maidstone, Kent, ME16 8BQ. All cases will be considered on their individual circumstances. If we receive your challenge not later than the last day of the period of 14 days beginning with the date on which the notice is served, progression of the charge will be put on hold pending a reply. If your challenge is rejected the Council will usually re-offer the 14 day discount period. TELEPHONE CHALLENGES WILL NOT BE ACCEPTED.

If the penalty charge is not paid before the end of the 28 day period as specified on the front of this notice or successfully challenged, the Council may serve a Notice to Owner on the owner of the vehicle requesting payment of the penalty charge. The Notice to Owner will describe how the owner can make representation to the Council and if rejected how to appeal to an Independent Adjudicator. Further information on the appeals procedure can be found at [www.trafficpenaltytribunal.gov.uk](http://www.trafficpenaltytribunal.gov.uk)

Please note that the enforcement authority is Swale Borough Council save in respect of on street parking contraventions where the enforcement authority is Kent County Council. Enforcement procedures in respect of on street parking contraventions are administered on behalf of Kent County Council by Swale Borough Council.

All correspondence in relation to any parking contraventions should be sent to Swale Borough Council.

Swale Borough Council takes its obligations under the Data Protection Legislation very seriously and will not disclose information to any unauthorised person. Information may be shared with other services within the Council or disclosed to other Local and Public Authorities or Government agencies that have a legitimate reason to request the disclosure e.g. the prevention and detection of fraud. For further information please see the following link;  
<https://www.gov.uk/government/publications/fair-processing-national-fraud-initiative/fair-processing-level-3-full-text>

#### PAYMENT SLIP

Please complete the details below and return this slip with your payment if paying by post.

Name: .....

Address: .....

Postcode: .....

If you would like a receipt, please enclose a stamped addressed envelope.