

**Councillor John Williams – Cabinet Member for  
Transport, Jobs and the Local Economy**

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Ref	Direct Line:	Please Ask For
JW/KS	01709 807949	Councillor Williams

15<sup>th</sup> September 2025

Cllr Adam Tinsley  
Elected Member

Via email: [adam.tinsley@rotherham.gov.uk](mailto:adam.tinsley@rotherham.gov.uk)

Dear Cllr Tinsley,

**Council Meeting – Wednesday 10<sup>th</sup> September 2025**

Thank you for your question raised at the Council meeting on Wednesday 10<sup>th</sup> September 2025. I have set out your question and my response below in writing as you were not present in the meeting to be able to ask it to me.

***Parking enforcement on Maltby High Street feels inconsistent, letting cars overstay and affecting businesses. Will the Council commit to regular, reliable patrols to support fair parking and local traders?***

We recognise that vehicles overstaying in restricted areas, not only disrupts traffic flow but also affects the turnover of parking spaces that local traders rely on. This is a matter the Council takes seriously.

As you know, we are investing in a new initiative—the **Street Safe Team**—which will significantly enhance our enforcement and community safety presence across the borough, including Maltby.

While our existing Civil Enforcement Officers and CCTV-equipped vehicles continue to issue penalties, the Street Safe Team will act as the Council’s “eyes and ears,” identifying, reporting and enforcing parking violations to ensure an additional layer of enforcement presence.

I’m pleased to confirm that recruitment for the Street Safe Team is well underway, and it is anticipated that patrols will commence in October. This will include regular coverage of Maltby High Street, helping to ensure that parking regulations are upheld and that local businesses are supported through improved access and turnover of parking spaces.

We will continue to monitor the effectiveness of these patrols and remain open to feedback from residents and traders to ensure our approach delivers the intended benefits.

I hope you find this information helpful.

Yours sincerely,



**Councillor John Williams**  
**Cabinet Member for Transport, Jobs and the Local Economy / Ward Councillor for Hoober**